

PRINTERS' INK

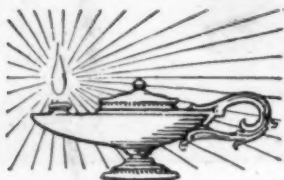
Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CVI, No. 12 NEW YORK, MARCH 20, 1919

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WHO'S WHO *in* SCHOOL ADVERTISING



INDIANAPOLIS

MAR 27 1919

PUBLIC LIBRARY

FOR over a quarter of a century the house of N. W. AYER & SON has held an unquestioned pre-eminence in the advertising of schools and colleges.

This special department of our business has grown and developed under our fostering hand until we are now placing in general publications approximately three times as much school advertising as comes from all other sources combined.

None of the accounts include a large expenditure of money. Some are very small indeed. A striking proof of the well-known fact that ADVERTISING HEADQUARTERS handle many of the smallest as well as many of the largest advertising accounts.

Our fund of ripe experience is at your service whether yours is a Boys' School, Girls' School, Co-Educational, Military, Trade, Vocational or Denominational.

N. W. AYER & SON
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Shiploads of Soldiers

are arriving every day and trainloads of "home-folks" are flocking to New York to meet them. The great city is crowded to its utmost capacity.

Consider what this means *now* to Interborough Subway and Elevated advertisers.

¶ More than 300,000 out-of-town folks each day from all over the United States—a surplus circulation of *national* importance.

¶ 6,000,000 permanent residents. The peculiar geography of New York compels frequent riding by *all* of the people and daily use by more than a third of them.

2,305,000 daily riders.

Interborough Subway and Elevated car cards and posters reach more people for less money than any other medium in the world's most prosperous market.

Write for Booklet

ARTEMAS WARD

TRADING AS WARD & GOW

50 UNION SQUARE

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NEW YORK CITY

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CVI

NEW YORK, MARCH 20, 1919

No. 12

Laboratory Produces an Advertisable Commodity

Need of Non-Existent Article First Determined and the Product Then Assigned to the Scientists for Development

By Bruce Bliven

IN the "good old days" before the war, an advertising man thought he was doing a pretty good day's work if he applied the principles of publicity to an existing product, and managed to find for it a wider market than it had ever had before.

We know to-day, however, that this was mere child's play compared to the problems which advertising men must expect to solve during the wonderful future years of industry which we are now facing.

To-day it is not enough for an advertising man to take Jones' soap or Black's breakfast food, or Brown's vacuum cleaner, and expand and multiply the sales efforts—and results—already under way.

The forward-looking advertising man must to-day be able to analyze the market for products *which do not exist*—and then create them!

He must study the needs of the people in order to find out whether there is not something lacking to large masses of population, which, if manufactured under the right conditions could be sold to them through advertising at a price they are willing to pay.

The crowded weeks since the signing of the armistice have given us more illustrations of this new development in advertising than we ever had before.

Instead of advertising agents going to manufacturers with a plea, "Let me advertise what you make," we have had these same manufacturers, with their war orders suddenly cancelled, crying out to advertising agents and others, "For heaven's sake, what *shall I manufacture?* Tell me—and be quick about it!"

A well-known advertising agency conducts a contest providing substantial sums in money for people who will suggest the best products to be made by their client in his factory. We see other manufacturers advertising their factories, which they will rent or sell to the man who has a product for which he is sure of the market demand, and who is looking for a place to make it.

The writer knows of other manufacturers who have been combing the ranks of the mechanical geniuses of the country, trying to find new products (capable of being advertised, so as to insure a quick distribution). They want something which can be made by their factories, built to produce those munitions of war which, everyone ardently hopes, will never be needed again.

The process of inventing an advertisable product to order is not so impossible as it sounds. In fact, the idea is old enough to have developed a certain technic of its own. For that reason and for others, readers of **PRINTERS'**

INK will, perhaps, be interested in hearing the story of how one product was deliberately produced in order to take advantage of the existing possibilities, among which the power of advertising to insure quick distribution was not the least. Let me tell the story chronologically, as it should be:

It was on a spring night in 1914, that a group of men were sitting around the fire at the Pittsburgh Country Club, enjoying their after-dinner coffee and

called *Oral Hygiene*. Another of the men present was the Dean of the School of Dentistry of the University of Pittsburgh.

It is not surprising, therefore, that the conversation should have drifted around to dental matters; and the Dean (Dr. H. E. Friesell) remarked on the great opportunities which would exist for the man who would invent a new material for filling teeth, which would be far superior in every way to any existing material. In fact, he definitely outlined the

IF you have received this sample of SMITH'S CERTIFIED ENAMEL and have made your first visit, you now know more about the material than it is possible for us to tell you in more words.

If you have received The General Manager's Story and will have started to read it you will undoubtedly have finished it and will know all about the undertaking which resulted in development of the product.

Write to us at once if both the book and the box have not reached you.

LEE S. SMITH & SON MFG. CO., Pittsburgh, U.S.A.

THE GENERAL MANAGER'S STORY

BY W. LINFORD SMITH

"We asked the Committee of 1000; to subject it to commercial tests. It made good. We now ask the profession as a whole to do likewise. And that's all there is to it."

—"The General Manager's Story," page 21

AN ADVERTISEMENT IN COLORS IN A CLASS PAPER

cigars, and as is the custom of such groups of men the country over, cheerfully settling the important problems of the world in short order with a wave of the wrist.

Several of the men present were and are interested in dentistry in one way or another. One of them was W. Linford Smith, who is general manager of the Lee S. Smith & Son Mfg. Company, of Pittsburgh, which makes various dental supplies and incidentally Mr. Smith personally owns and publishes a well-known journal devoted to dentistry,

qualifications of such a material by saying that, "It should be a material with the plasticity and adhesiveness of cement, the appearance and characteristics of porcelain, and the durability of gold."

That description stuck in Smith's mind, and haunted him for many days afterward. He was not by any means an amateur in advertising; and he knew what can be done with intelligent publicity applied to a new product. He recognized, as had Dean Friesell, the real existing need for a superior type of filling.



Lace makers in PALESTINE

Readers of The Christian Herald sent money to found and extend a lace industry in Palestine in order to afford employment to people who needed help. Many hundreds of families, who but for that aid would have starved, were able to live comfortably during the years of the war.

This is but one of many undertakings of the sort which the 300,000 readers of The Christian Herald are supporting.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK CITY

The impassable barrier, however, which stood across his path was: Where is this wonderful new filling to come from?

And it was then that he stumbled across the trail of the Mellon Institute.

Probably most of the readers of *PRINTERS' INK* have already heard of the Mellon Institute, which is a department of the University of Pittsburgh. Its whole title is "The Mellon Institute of Industrial Research," and it lives up to its name. By mobilizing the laboratory resources of modern chemistry and offering them to industry under a financial arrangement which makes it possible to devote the entire time of a man or group of men to one problem as long as is necessary, they give to any industry or to any individual business house a wonderful opportunity to, perhaps, improve the quality of its output, perhaps simplify or improve the processes of manufacture, perhaps make an advantageous substitution of one raw material for another which is hard to get or expensive.

Smith had read in his morning paper how the Mellon Institute had investigated the problem of bread, and how it had worked out a permanent and valuable improvement in bread. He decided to go out and take a look at the institution, and as he said some time later, "I haven't quite come back to earth yet."

"It was a model of efficiency.

"They had a small army of chemists on the job whose entire time was devoted to research work for the purpose of utilizing by-products and improving the quality of commodities of various kinds.

"As I went through the plant, I found one department attempting to increase the yield of gasoline. In another they were trying to make better chewing gum. They were washing clothes. They were working on coal-tar products. They were extracting copper from low grade ores. They were making candy. They were experimenting with varnishes,

and by utilization of by-products and elimination of waste seemed to have their fingers in so many industrial pies that it made me dizzy.

"The thing gripped me.

"It seemed to me if my company could interest an institution like that in a line of research to produce the kind of filling material Doctor Friesell had told me about, there might be a prospect of the problem being solved."

THE RESEARCH STARTED

Mr. Smith talked it over with the Director of the Institute, and the upshot of the matter was that the Lee S. Smith & Son Manufacturing Company established a Fellowship in the Institute. Such a Fellowship carries with it the entire time and services of one chemist with the privilege of consulting every other chemist in the organization. If this chemist succeeds in solving the problem he starts out to work on, the result belongs to the man who pays the bills. If he fails to get it, you are supposed to smile and pay your check like a man. However, failure is so rare in the history of the Institute that it is hardly worth talking about.

The upshot of the matter was that Dr. C. C. Vogt went to work on July 1, 1914. And one month later Europe "blew up all over the map."

A little thing like that did not matter to a Fellow of the Mellon Institute, however, when he was on the trail of a problem. Dr. Vogt worked steadily ahead for one year, while the Lee S. Smith & Son Manufacturing Company paid the bills and hoped for the best.

At the end of the year, W. Linford Smith called a special meeting of the Board of Directors of his company, and put the matter up to them.

They had paid for one year's time, and Dr. Vogt had produced a material. He had, in fact, produced two materials, of which Smith said that "One was so hard that you could jump up and down

(Continued on page 137)

(The
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view

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1,000 ADVERTISING AGENTS' COMPETITION

**The Keystone
in the Arch
of New York City Newspapers**

BECAUSE over 90% of the GLOBE'S 180,000 readers reside in Greater New York and comprise, in the main, discerning families—

BECAUSE of success in keeping its news columns substantial, reliable and free from ill-founded reports of every description—

BECAUSE of unbounded confidence of the GLOBE'S readers in every article listed in the GLOBE'S "Pure Food Directory"—and, consequently, the phenomenal results derived from food-product and allied advertising in its columns—

BECAUSE of the scope and comprehensiveness of its appeal, which gives it a grip on the Home Life in New York City and suburbs enjoyed by few newspapers—and

BECAUSE of its fair and square co-operation with advertisers and their agents to make advertising in its columns profitable to them—(tho' never permitting pressure from advertisers to sway its editorial attitude)—

THE GLOBE

occupies the commanding position of a "keystone" among the newspapers of the Metropolis, offering advertisers a bigger, more economical "buy" in covering Greater New York than any other newspaper having a larger total circulation!

By a rigid policy of **INDEPENDENCE, FEARLESSNESS, ACCURACY, HONESTY and DISCRECY** throughout its long and useful career, the New York GLOBE stands to-day as the "Money-lender" for advertisers of practically every article salable to the multitudes comprising its vast, concentrated field—**GREATER NEW YORK.**

"Just Beyond the 125th Milestone"

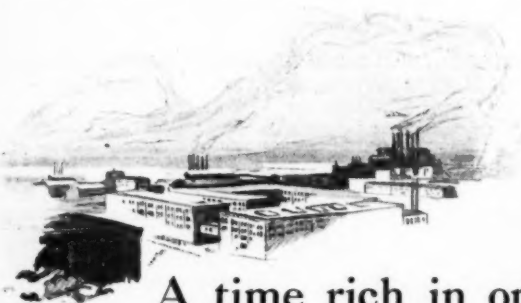
THE NEW YORK GLOBE

JASON ROGERS, Publisher

The Oldest Daily Newspaper in America

ENTERED U. S. P. O. OFFICE SECOND CLASS PERMIT NO. 100

(This advertisement, prepared by Danielson & Son, Providence, R. I., does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)



A time rich in opportunities for those with the vision to grasp them

One machine, tended by one girl, to-day equals the out-put of 10,000 hand spinners.

300% more work done by $\frac{1}{4}$ the number of laborers, is a record recently made in a great steel-plant by modern scientific management.

These achievements are typical of American industry in all fields. They have made American machinery and organization the wonder of the world.

A generation ago, these tools and methods were undeveloped. Each manufacturer painfully worked out his own facilities.

To-day for all purposes, perfected machines and methods are at hand—ready to be used.

The great problem is no longer *how* to make a product—it is *what* to make and *how* to sell it.

And waiting to consume these products, stand markets such as were never before dreamed of. The buying power of the American public is unique in history.

Selling has become at once the greatest problem and the greatest opportunity of modern business.



Since the day of hand methods the average productivity of American workers has increased 1000%



To every manufacturer the study of markets presents the most urgent task and holds out the greatest rewards. The answer to the question *how to sell* settles *what to make*.

Whether a new product is to be created, whether bigger volume is to be built for an old product, or a whole line is to be standardized—the question is today not one of manufacturing—but of selling.

How many of the 103,000,000 people in America are prospective buyers of a given product? What color, shape or size will give it the widest appeal? What are the exact limits to its usefulness? How can its merits be made to create demand?

These are a few of the countless questions that must be answered by constructive selling. And upon these answers rests the opportunity of using the splendid tools of manufacture.

The intensive study of markets and the sound advertising that underlie this type of selling, are two factors that make J. Walter Thompson Service a distinctive force in business.



The study of selling problems is to-day the key to opportunity

J WALTER THOMPSON COMPANY

New York

Chicago • Boston • Detroit • Cincinnati



What will these 103,000,000 Americans buy? How can they be reached?

A List of Things Advertising Will Do

Not Only Will It Open the Market and Speed Sales, but Its Effects on the Advertiser's Organization Is Marked

By W. S. Lockwood

Advertising Manager, H. W. Johns-Manville Co., New York

I NOTICE, on page 102 of your March 6 issue, a letter inquiring for a list of things that advertising will do. I think I have a fairly comprehensive list and I should like to come to the rescue of your inquirer.

Here is a list of the things that I believe the right kind of advertising will accomplish. It will—

Increase sales.

Lower selling costs.

Attract a better grade of salesmen to an organization.

Reduce the cost of training and obtaining salesmen.

Attract a better grade of general employees to an organization.

Assist the purchasing department in getting material.

Assist the traffic manager in moving the product.

Assist the employment manager in getting the particular people the organization needs.

Assist those responsible for the financing of a business, not only rendering it easier for them to get money when needed, not only giving them the whole country as a field in which to seek accommodations instead of merely the city or district in which the concern is known, but also render it possible to finance a business at a lower cost.

Keep down competition. If a field is dominated by a highly successful national advertiser, there is far less danger of competition springing up.

Render salesmen more efficient.

Facilitate collections.

Protect a concern against the consequences of a revolutionary movement being made by a competitor. The right sort of advertising is business insurance against revolutionary improvements.

Enable a concern to reach all classes, to reach prospective customers that might never be reached by salesmen or direct by mail advertising.

Give a stronger control over the entire organization particularly over the selling force.

Cause more dealers who are handling the concern's product to spend their own money advertising that fact.

Advertising will cause individuals to accept more readily a concern's product when recommended by salesmen.

This is the well-known principle of consumer acceptance, but my list would not be complete without referring to it because it is most important.

Facilitate the legitimate influencing of legislation where such influencing is desirable.

In the case of specialties, such as typewriters, adding machines, etc., advertising reduces the probability of a concern's machine being traded out for a competitive piece of apparatus.

Broad, general advertising usually renders a concern's salesmen better informed on its product than they would be were there no advertising. Somehow a salesman will read his own concern's advertising when it appears in publications of a national standing when he won't read literature prepared for his special instruction.

This is a long list, you will say. Perhaps you will smile and shake your head as did a friend of mine, after reading this list over and say sadly, "What a wonderful patent medicine copy man that fellow would make!"

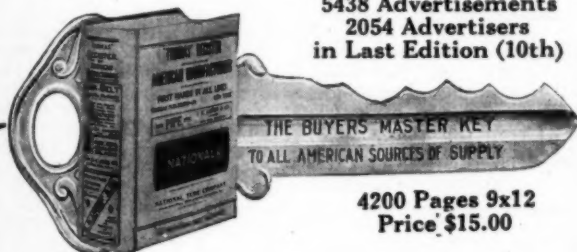
Well, it does sound kind of all-inclusive, doesn't it? It does

THE MOMENTUM OF MERIT

When a proposition that surpasses all previous records in its field for both brevity of time in achieving success and the number of supporters attracted to it—it must be moving forward under **THE MOMENTUM OF MERIT.**

THIS MOMENTUM OF MERIT, annually increasing, has, in a brief period of ten years, attracted a clientele to Thomas' Register that gives it twice as many advertisements, and includes more individual advertisers than ever appeared in any issue of any other trade publication, weekly, monthly, or any other kind.

**5438 Advertisements
2054 Advertisers
in Last Edition (10th)**



**4200 Pages 9x12
Price \$15.00**

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

More than 17,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. **They all wanted it, ordered it and paid for it. No free distribution.**

Thomas Publishing Company, 129-135 Lafayette St., N. Y. City
BOSTON **CHICAGO** **SAN FRANCISCO** **LONDON**
 Allston Sq. 20 W. Jackson Blvd. 311 California St. 24 Railway Approach

sound like the claims for Dr. Ketchem's Renowned Exhilarator, "good for man or beast, guaranteed to cure rheumatism, gout, hay fever, tuberculosis, falling hair and an indisposition to get up in the morning. Splendid for removing peach stains from clothing and unsurpassed for polishing the piano. A few drops on the shaving brush will improve your lather wonderfully. Makes a wonderful sauce for roast goose."

WILL STIMULATE ALL FUNCTIONS OF A BUSINESS

Yes, it does look a little bit like the same sort of extravagant claiming of everything, that we used to find in the patent medicine ads, but here is the difference—modern advertising is not merely a temporary stimulant for a certain portion of a business, it is much more. Advertising as carried on in days gone by and as still carried on by many concerns, is, of course, merely that and nothing more. Its sole purpose is to promote sales. Sometimes, if well conducted, it actually does that, as in the case of certain types of retail advertising, as in the case of certain types of mail-order advertising. But the broad modern advertising of which I am speaking is a stimulating force for an entire organization, for every member of that organization. It is a business tonic and the difference between the claims I have made for it and the claims of the quack medicine fakers is that they used to claim that their medicine would actually do everything and I merely affirm that advertising will stimulate all the various functions of a business.

I was talking to a purchasing agent not long ago on this very subject and he laughed me to scorn when I told him that his concern's advertising was helping him to make good on his job. "Why," he said, "I never bought anything in my life because it was advertised." And he really believes it, too, but that doesn't matter. Advertising is helping him just the same and advertising is selling goods to him all the

time. He probably won't know it to his dying day, but that is one of the beauties of advertising, of the broad, modern type. The people upon whom it operates don't have to believe in it, don't have to know anything about it. Like democracy or hygiene it is even good for the fellow who thinks it all wrong.

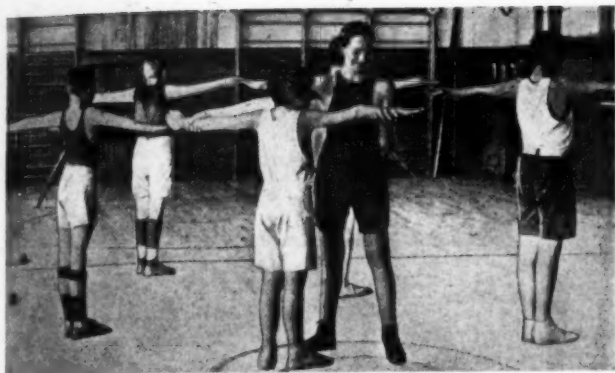
My list may not be complete. If I have overlooked anything I shall be grateful to any reader of **PRINTERS' INK** who will furnish me with one or more additional items. It seems to me that the suggestion of your correspondent is an excellent one and that it is high time that somebody took upon himself the responsibility of compiling a complete list of the things that modern advertising will do for a progressive organization.

Also, it might be well, while we are about it, to complete a list of the things that advertising is doing for society. It might be well for someone who has plenty of time on his hands and of an inquiring disposition, to set forth upon a quest to discover the multitudinous services that advertising performs for the American nation alone. It ought to be an interesting list. It ought to be a valuable list. It ought to be an inspiring list to all advertising men and it ought to be helpful in the great task of making advertising more fully appreciated by all those who are daily in receipt of its multitudinous benefits.

Oh, yes, there is one thing more. Advertising stimulates the central organization in a peculiar and remarkable way. All the members of it somehow realize that they have got to get back of their advertising and "make it succeed." Even the boss works harder where a concern is advertising extensively, but he gets a lot more fun out of it.

Seaman Secures Joseph & Feiss Account

Frank Seaman, Inc., New York, has secured the account of the Joseph & Feiss Company, Cleveland, maker of "Clothcraft Clothing."



EVER since I had the luck to fall across the tape at the New Year's skating races, I've had a rep for muscle.

Mr. Simmonds, our "Y" secretary, asked me to take charge of one of the junior gymnastic classes.

Junior is right. Gee, it must be funny to be so little, and yet it was only eight years ago when I was eight years old, too.

The little fellows are sure full of pep, though. Certainly are some dandy kids in this town. Want me to help 'em organize a canoe club this summer, and we're going to get up a little stock company to trim lawns, sweep sidewalks, and hoe gardens and earn enough to help buy a couple of canoes. Some of my chums are in on it, too.

Got the boats all picked out. Funny how many of us hit on the same ad in *The*

American Boy. Some of 'em carried it all the way from home to show me, though we take five copies in the library. They wear out pretty quick, though.

But we're going to get these canoes, and some tents, and things, and maybe we can fix it to take a cruise this summer.

(To be continued in the April 3 issue of Printers' Ink)

IT'S characteristic of Billy Byer that as he develops he is appointed to lead those who follow his steps. Billy Byer is a typical American boy, typical of the more than 500,000 readers of

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

Boys who play hard and work hard and make their work and play count; who form their own opinions and whose opinions count in their homes. Your copy gets with them a ready and appreciative consideration—in *The American Boy*.

THE SPRAGUE PUBLISHING CO.
DETROIT, MICH.

Branch Offices: 286 Fifth Ave., N.Y.—1418 Lytton Bldg., Chicago

—selling the public another “big idea”

The Paint, Varnish and Allied industries want to get public opinion behind the idea featured in the advertisement on the opposite page.

Collier's is naturally one of the strongest factors in such a campaign.

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

52 **Year**
More Than ~~a~~ Million a ~~Week~~

Duplication In Chicago

The 386,739 daily average circulation of The Chicago Daily News (94% in Chicago and suburbs) is *basic*. As such it is accepted by shrewd advertisers as the merchandising foundation of Chicago.

Whatever waste circulation there is to be considered in the Chicago market is that which duplicates *some part* of the tremendous home distribution of The Daily News.

The use of this foundation to dominate the Chicago market is as logical as it is effective. It eliminates waste because it consistently reaches in a single effort a compelling majority of the reading, thinking, buying Chicago public. It has no non-effective element.

*Seven out of every nine persons
in Chicago who read the English
language read The Daily News.*

THE DAILY NEWS

First in Chicago

Color Spreads in Trade Papers to Meet Entrenched Competition

The Consistent, Year-Through Campaign on Triangle Collars

By R. D. Meredith

Of Van Zandt, Jacobs & Co. (Collars), Troy, N. Y.

WHICH shall come first, distribution or advertising? In PRINTERS' INK recently was a discussion of the problem. It all depends upon special circumstances, of course—product, nature of competition, etc., etc. As for ourselves we have found that trade paper advertising can get dealer distribution in a highly competitive field where older advertisers have already established distribution through years of consumer advertising.

Our company has carried on vigorous work in the trade papers for the past five years. Five years ago the trade-paper advertising of Triangle collars consisted of occasional single page announcements at certain seasons with rate-holders in the form of 2-inch single column copy in the other issues of the year. The current men's-wear trade papers carry four-page spreads. And back of this development in the size of copy, lies the discovery of the value of a consistent trade paper campaign.

The collar field has been one of those in which advertising experience has been gained at rather large costs by many of the manufacturers. The pace was set years ago by one of the big combinations, and in the attempt to follow the suggestions and plans of numerous men and agencies, every other manufacturer of collars has paid dearly to learn some things that advertising cannot do.

There is a real similarity in the products,—that is a rather unusual factor in making a collar a difficult product to advertise. There is nothing to prevent all manufacturers putting out exactly duplicate styles and Mr. Average Man can tell the difference be-

tween brands only through the trade-marks. To all outward appearances collars look alike. Of course, some special features, such as buttonholes, can be played up and those few men that have had trouble with buttonholes may, as a result, become tied up to a certain collar that features an extra strong buttonhole. But experience has shown over and over again that when X advertises a certain style to the wearer, Y sells a lot more collars of this same style without any consumer advertising?

And this brings up the matter of substitution. In the old days when two collars represented a 25-cent sale, probably not one man in ten would go out of a store to hunt for a certain brand when the dealer offered "the same style as X." Since all brands look alike and the style is unquestionably like the one the wearer is looking for, the idea of substitution does not present a serious problem, especially since the total amount of the sale is so small.

NOVELTIES TO REVIVE TRADE

Triangle brand learned some of these facts about advertising collars after spending several thousands in consumer campaigns. Almost any collar advertisement has been able to stir up a vast amount of business direct from the consumer to the factory, but real dealer distribution has not always been the result of such consumer campaigns. Van Zandt, Jacobs & Company decided to withdraw from the field of consumer advertising until some plan could be developed that would produce lasting results. Along in 1914 the collar demand generally began to slump. The cloth manufacturers came along with novelties of all

kinds and Triangle brand saw an opportunity to grab up small lots for quick manufacturing that would be sure to liven up the market.

Then came the decision to feature "The New Things First" in a campaign in the trade papers. Full-page copy was used with additional color to gain attention. Month after month new styles were featured that made use of a variety of cloths. One page was not sufficient to feature the growing number of new styles, so inserts and double spreads in color were used. The company felt a definite response to this extra drive in the trade papers and the salesmen learned that the trade was watching the Triangle advertising.

An ever-present question with the collar manufacturers for a number of years has been, "Will soft collars be dropped like a fad or shall we feature them another season?" It has been more or less of a gamble year after year and most manufacturers had decided to play safe. As an indication of how uncertain the situation was, the experience of one of the largest manufacturers of collars may be mentioned. This company called in all of its salesroom managers to thrash out the question and when they checked up found that the opinion was equally divided, half advising pulling out of the soft collar field and the other half urging the manufacturer to go in bigger than ever.

INTEREST SHOWN IN WIDE STYLE RANGE

For the season of 1915 Triangle Brand decided to plunge. An unusual selection of cloths was made and from these was built the largest line that had ever been shown. This line consisted of thirty odd styles. The growth since 1915 is shown by the fact that the Triangle line for this season is made up of over 100 styles. The 1915 line was given to the salesmen far in advance of the usual time and a campaign for advance orders was conducted. The wisdom of this

move was shown in the immediate success attained.

Right here the trade-paper experience gained previously, was used to feature the Triangle soft collar and convince the trade that the Triangle line was the leader. A definite policy was adopted, calling for the use of colored inserts which were printed in the company's own printing plant. A large share of the advertising copy was given over to the illustration of a great many soft-collar styles. The success of this style of copy was shown in the noticeable increase in orders that came direct from dealers all over the country. The copy suggested a catalogue and was used as such by the dealers.

The company soon realized that there was a decided advantage in making the campaign run throughout the entire year. The old idea of featuring fall styles and spring styles in spasmodic page copy was pushed aside for the all-year, month-in-and-month-out copy. The trade began to feel the pull of Triangle collars. The Triangle salesmen could get a hearing from merchants who would not listen to them before. The old dealer argument, "Get your demand coming in here and I'll buy," began to lose its weight. Triangle soft collars just kept on reaching more dealers and Triangle sales stepped up beyond all previous records. Of course, the merchandise was there for its share of the load, but the trade-paper advertising paved the way for the hearing and the opportunity for the merchandise to make good.

In the Triangle trade-paper advertising a greater share of copy has been given over to soft collars. This was necessarily the case because men have had to be sold on the soft collar idea. Soft collars originally were a creation for sport wear. They have had to overcome that handicap. The editors of the various papers in the men's wear field are particularly close to New York in their study of style trends. It has been interesting to note the effect on these men of the growth in popularity

of soft collars. Year after year as they have come to Troy to keep in touch with the collar manufacturing centre, they have marveled at the increasing size of the manufacturers' lines. At first they could not understand where all the soft collars went to from Troy. Gradually they began to notice soft collars taking their place in business wear and they expressed their surprise that such a thing could be happening in New York. Needless to say they are now wearing soft collars themselves.

INSERTS FEATURE SOFT COLLAR IMPROVEMENT

Van Zandt, Jacobs & Co. have undoubtedly had a large share in the work of getting the soft collar idea over. The Triangle brand has the reputation in the trade as the leader in improving soft collars. Every year has seen a marked development along this line. The climax of all improved features, however, is the Triangle Hook that was adopted a year ago. The slogan is, "The Triangle Hook Improves the Look," and therein is expressed the real reason for the instantaneous success of this feature. This big improvement gave more reason for selling the soft collar idea for it filled a long-felt want and promised to be the final argument for winning over a lot of men to soft collars.

The Triangle Hook is a simple little device—two small metal hooks joined by an elastic that fit into eyelets just under the edges of the collar. This little feature goes under the tie. It is out of sight and holds the tie knot up and the collar points down and truly does "improve the look." It gets away from that curling, unsightly effect which has been keeping many men away from soft collars.

This bigger, soft collar idea called for bigger emphasis in trade advertising. Single inserts gave way to double inserts, generally in color or with a black background that bled off. Four-page spreads have been used for

several months past as a means of introducing the Triangle Hook idea. The copy has included an offer for a sample collar in the dealer's own size. This offer was played up prominently in the advertising last season and the results carefully tabulated. All during last year the response was steady. A great many requests were received and business directly traceable to these collars averaged very high for each sample sent out.

In connection with the new line for 1919 the same offer was made in about the same general way. Then one month an experiment was tried. Instead of the usual manner of advertising the offer, a coupon was laid out. The character of the four-page spreads made it necessary to run the coupon in a mortise almost in the centre of the page. It was not the usual place for a coupon. Naturally it was questioned whether such a coupon would prove of any value. But the results from this experiment proved that dealers do look through the trade papers and know what is advertised. The number of coupons requesting sample collars in one month was more than double the number received throughout the entire previous season. Contrary to the prediction of the trade paper publishers, requests for these free sample collars have come from the very best rated concerns.

Soft collar popularity has very naturally lessened the demand for starched styles. The number of new starched collar introductions has fallen off materially in recent years. There is, however, a certain steady demand and new things must be produced.

Ever since the Mexican border trouble Triangle brand has made a particular point of selecting timely names for new starched styles. The name is played up more in connection with starched styles than with soft collars. "Recruit" and "Sentry" were introduced in the fall following the Pershing expedition. Then came "Gerard" and "Ambassador," followed by "Diplomacy" about the

time of the great exchange of "notes." "Byng" opens the way for "Democracy"—was the manner of introducing two styles early in the spring of 1918, playing up the great drive for Cambrai. "Picardy" was introduced last fall as the centre of interest when the Huns were being chased across that corner of the battlefield. The trade-paper copy of these starched styles has made use of scenes that would make an extra impression and there has been evidence that the trade responds to this kind of advertising. The "Byng"—"Democracy" copy was especially strong in getting attention to these new styles. The "Picardy" copy was especially timely, and this, of course, helped very much in pushing this collar style to the front.

The Triangle collar trade-paper advertising, backed up by merchandise that the dealer could not fail to recognize as worthy, has been a paying proposition. Consistent hammering month after month has gained attention, opened the way for salesmen, developed direct sales and resulted in a greater distribution throughout the country. Van Zandt, Jacobs & Co. believe in it as a business builder and they have reason for the faith that is in them.

Newspaper Advertising Managers Hold Meeting

The Daily Newspaper Advertising Managers' Association, New York, held a meeting at the Pennsylvania Hotel on March 11. H. A. Ahern, advertising director of the New York Journal, president of the organization, presided.

Among the speakers were Mr. Ahern, Jesse Straus, of R. H. Macy & Co.; W. R. Hotchkin, advertising counselor of the New York Journal, and Louis Wiley, of the New York Times.

Mr. Wiley, in his address, referred to the association as the "League of Nations" of the advertising managers.

Eastman Leaves Packard

Frank G. Eastman, for six years advertising manager of the Packard Motor Car Company, Detroit, will become advertising manager of the Lincoln Motor Company, April 1. He is succeeded at the Packard Company by W. H. Holmes, who has been with the organization eight years. Mr. Holmes was formerly engaged in newspaper work in Detroit.

Howard Davis Business Manager N. Y. "Tribune"

Howard Davis, who resigned from the New York American March 1, has become associated with the New York Tribune as business manager. He assumed his new duties on March 18.

Mr. Davis has been in the newspaper business about twenty-four years. He started on the Scranton, Pa., Tribune, worked through all departments and finally became advertising manager. From the Scranton Tribune he joined the staff of the Republican, of the same city, as advertising manager.

In 1904 he went to New York, with the Vreeland-Benjamin Special Agency. While with this firm of newspaper representatives Mr. Davis traveled extensively throughout the country and became widely known in the national advertising field.

He was engaged by William R. Hearst in 1908 as Eastern foreign advertising manager of the San Francisco Examiner, Chicago Examiner and Los Angeles Examiner. In 1910 he became advertising manager of the New York American and two years later business manager.

N. W. Ayer & Son to Celebrate 50th Anniversary

A dinner will be given by N. W. Ayer & Son, Philadelphia, at the Bellevue-Stratford Hotel on April 4 to commemorate the fiftieth anniversary of the founding of the firm. About 700 guests are expected.

Ex-President William Howard Taft has accepted an invitation to be present at the dinner and make an address.

Pacific Coast Manager for "American Exporter"

The American Exporter, New York, has appointed Robert L. Thomas as its Pacific Coast manager. He has had six years' sales experience in foreign countries and several years of similar experience on the Pacific Coast.

Returns to Critchfield

E. C. Ferguson, having secured his discharge from the army, has returned to his former position with Critchfield & Company, at the Detroit office.

Newell Will Leave Seaman Agency

Clarence D. Newell, secretary of Frank Seaman, Inc., New York, has resigned to take effect April 1.

Major Swan Representing Ruggles & Brainard

Major Carroll J. Swan has become New England manager of Ruggles & Brainard, Inc., New York.

The
regu
No p
ever

Dominate Philadelphia

the third largest market
in the United States for
Easter Apparel

If you are to receive your share of the expenditures of Philadelphia's families, tell your story in the newspaper "nearly everybody reads"—

"The Bulletin"

Among the towns included in the Philadelphia district are:

Ardmore, Pa.
Bridgeton, N. J.
Bristol, Pa.
Burlington, N. J.
Camden, N. J.
Chester, Pa.
Coatesville, Pa.
Conshohocken, Pa.

Doylestown, Pa.
Jenkintown, Pa.
Lansdowne, Pa.
Media, Pa.
Norristown, Pa.
Penns Grove, N. J.
Phoenixville, Pa.
Salem, N. J.

Trenton, N. J.
Vineland, N. J.
Wayne, Pa.
West Chester, Pa.
Wilmington, Del.
Woodbury, N. J.

Create maximum impression at one cost (where there is a large fixed demand with easy distribution) by concentrating in the newspaper nearly everybody reads—

The Bulletin

*Net paid average
for February*

450,696

*Copies
a day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.
No prize, premium, coupon, or other artificial circulation stimulation methods have ever been used by The Bulletin.

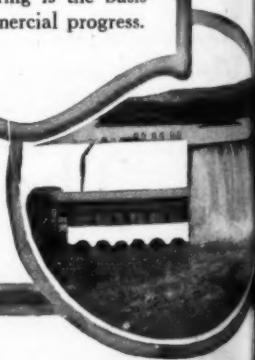


The windmill represents localized power. It is confined to its own community, so to speak.

But the hydro-electric plant represents *transmitted* power, generated on the spot and spread over hundreds of miles in all directions for the good of many people.

It was *Engineering* that made available the generation and transmission of the power in flowing waters.

Engineering is the basis of all commercial progress.



Power
Coal A
Americ
Electric
Engine

"White Coal" is the Next Great Development

The unutilized energy in our water ways presents a wonderful opportunity for further commercial progress in this country.

It is estimated that four and a half million h.p. is generated by water power in our most active manufacturing districts now. Yet there is available not less than seven and a half million h.p. in those same districts.

It is only a question of time when the lessons the war taught about coal will lead to the development of our "White Coal" resources.

When that time comes engineering

will be the foundation and superstructure of the development.

Civil engineering first; mechanical, electrical, chemical and mining—all the five major branches of engineering will enter into it.

For many years, and now, the McGraw-Hill Publications have advocated the development of America's water power. What has been accomplished in this development to date has been the work of readers of one or more of the McGraw-Hill Publications.

Which will give some idea of the importance of the men who read them.

Engineering News-Record is the leading civil engineering-construction paper of the country. It has the largest subscription list and carries the greatest volume of advertising of any paper in the field.

McGraw-Hill Publications

10th Avenue and 36th Street

New York

Member Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars
Annually**

Power
Coal Age
American Machinist
Electric Railway Journal
Engineering and Mining Journal

Electrical World
Electrical Merchandising
Engineering News-Record
Ingenieria Internacional
Chemical & Metallurgical Engineering

Baltimore Has Fine Public Schools

Public School
No. 70



THE public schools of Baltimore are the pride of the city and are doing a notable work. The present enrollment numbers 91,715 pupils with 2,309 teachers. There are 147 schools of all kinds in the municipal public school system including technical branches.

Through a request for more copies, it was recently discovered that school teachers were using the booklet of NEWS ads from Printers' Ink as a supplementary textbook in their classes! "I find the booklet very helpful in teaching the children facts about the city," said one teacher in a published interview. "The pictures are attractive, the text is good. Through it the children are becoming familiar with the markets, the parks, the monuments, and the harbor, as well as many other important facts about the city."

The great home paper of Baltimore—an evening paper with the largest circulation of any daily paper here—offers you the opportunity to COVER this field on a single-appropriation, one-paper basis.

To cover Baltimore and Maryland on a single-paper basis use

The Baltimore News

Largest circulation of any newspaper in Baltimore morning or evening
over 100,000 net paid daily and Sunday

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Howe A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

How Lawrence, Mass., Is Advertising Citizenship to Unabsorbed Aliens

The Advertising Alone Would Have Been Money Wasted and Was Accordingly Backed Up with the Machinery to Carry Out Aims

By Thomas Dreier

A FOREIGN-BORN worker in one of the textile mills of Lawrence who had been in this country six years and who could not speak nor understand a word of English, went down to work one morning after a strike had been called.

He tried to walk in, just as he had been doing for years. A policeman pushed him back and said, "Here, you can't go in there!"

The worker, not knowing what the policeman said, again tried to go in. The policeman, not the most patient of mortals, explained once more that the door was closed and that if the foreign gentleman knew what was good for him he'd "beat it while the beating was good."

All that talk meant nothing to the worker. He knew that if he missed being on time he might lose his job or be docked. He tried again to get through. As a result he was arrested, taken to the station, his story told through an interpreter, and he was released on probation.

What he did when released is illuminating.

Did he get a brick and go down and hit that policeman who arrested him?

Did he join a mob bent on tearing down a fence or a mill gate?

He did neither of these things. Instead, he went to an evening school and said he wanted to learn English so he would know what was going on.

Providentially, that man had good sense. It would have been so easy for him to have become an enemy of the community because he had been arrested mere-

ly because he wanted to go to work as usual.

He had sense enough to realize that the trouble was caused by his failure to understand the language of the country and not by the failure of the policeman to understand his language.

The citizens of Lawrence, having grown tired of industrial troubles, have raised \$10,000 for a ten weeks' campaign. Its object is to bring together all the people of the community, citizens and non-citizens, for the purpose of finding out what is wrong. After that the same committee intends to start right in righting things.

The members of the committee were advised that money invested in publicity alone would be money wasted. They made up their minds that they would back up the publicity with real work—would make a determined effort to solve the housing problem, organize the important work of teaching English to the foreign-born, provide the machinery which will enable disgruntled people to register their kicks and have them attended to, put more energy back of local organizations interested in bettering conditions, and other work of that kind.

ADVERTISING IS THE BASIS OF CAMPAIGN

Big advertisements appear weekly in all the Lawrence newspapers. The first one outlined the campaign—laid all the cards on the table. The others are also constructive in that they point out what can be done by co-operation. All advertisements call for suggestions. The first ad is worth

quoting in part to show the viewpoint of the campaign:

CITIZENS OF LAWRENCE:

"We want to end for all time the industrial troubles from which our city has suffered every few years.

"These troubles make life and property unsafe. They cost all of us more money and energy than we can afford. They give Lawrence an international bad name. The time has come for us to get right at the heart of this problem and to find and destroy the causes.

"If all conditions in Lawrence were all right—satisfactory to all citizens—there would be no trouble.

"We must either change conditions or convince those who are dissatisfied that they have no just cause for complaint.

"The first thing for us to do is to invite frank, free, fearless discussion of all our problems in a friendly, constructive, helpful, neighborly manner.

"What is needed is not condemnation of what is evil.

"What we need are constructive suggestions that will when carried out make Lawrence a cleaner, finer and better city in which to live and work.

"We, the undersigned citizens, supported by all lovers of law and order and American institutions, have undertaken the task of carrying through a campaign whose main purpose is the clearing of the atmosphere. * * *

"We want to prove to our foreign-born friends, by deeds as well as by words, that in America they have opportunities for themselves and their children which should be cherished by them.

"We want them to see clearly that they can get what they want by service in obedience to American laws, and that if they will make their requests in obedience to the law, not in defiance of it, all they earn will be given to them gladly.

"We realize that many foreign-born men and women who do not

speak nor understand our English language cannot be blamed for being led astray by leaders whose hearts may be beating for humanity but whose judgment is very poor.

"It is to reach those foreign-born men and women with the message of true Americanism, to convince them of their right to life, liberty and pursuit of happiness, provided they obey the laws of the land, that this campaign is being conducted.

"We call upon all citizens to assist us with their money, with their ideas, with their time—with all they have to give for the good of Lawrence and America."

ARRIVE AT A BETTER UNDERSTANDING THROUGH THESE MEETINGS

Every Sunday evening a big open forum meeting is held. The first was addressed by Leslie Willis Sprague, whose subject was "Our Duty to Democracy." He made clear to the more than 2,000 persons present that America provided the political machinery which will enable its citizens to get anything they want, and that no new governmental machinery is necessary.

When one of the questioners asked him, "Why can't we get democracy in Lawrence?" he merely repeated part of his lecture and showed what progress had been made, and showed conclusively that America was the most democratic of nations. He also made it clear that America is not perfect, but right there he drove home the point that we can make it better only by giving our best and by using the political and social machinery provided, and not by lawlessness and disorder.

Although strike leaders were present, and the majority of the people were foreign-born, the meeting ended with laughter and good will, simply because both speaker and questioners had been open and fair and frank.

Thousands of circulars reproducing the newspaper advertisement and giving the text in six foreign languages are distributed

by boys to the homes of the foreign workers, and are also passed out in the mills.

The committees—who have to do the real work of the campaign—are just getting under way. They will meet at luncheon once a week and the chairman will make reports showing progress.

News stories are supplied to the local papers daily, so that the interest of all the people may be kept alive, and special stories are sent out to the leading dailies of the country.

The most interesting thing about this campaign is its spirit. It is not a fight against Bolshevism. That word will never be used in any of the publicity. It does not deal with the local strike. It does deal with the fundamentals of our government.

The committee believes that those who conduct campaigns against Bolshevism, in which that name is spread all over advertisements and circulars, are as foolish as a manufacturer who spends his

advertising appropriation telling what a bad product his competitor manufactures.

In Lawrence the committee will attempt to sell American ideals and American institutions to all persons in the city, and, at the same time will work to better conditions so that things that are admittedly bad will be wiped out.

It is clear to everybody that industrial and political unrest cannot be done away with by words alone. Much work must also be done. The Lawrence plan is to prove to the dissatisfied people that they have friends who are eager to help them, and that they will be encouraged to get what belongs to them and will be helped to get it provided they obey the laws and work in harmony with our established American institutions.

Plans for a more intensive campaign to follow this ten weeks' drive have already been outlined. The Lawrence Plan may be a plan for other cities.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Taking "Bull" Out of Sales Bulletins

Think of the Road Men While Writing the Bulletins, Not of the Home Office Organization

By Maxwell Droke

Of the Palmolive Co., Milwaukee, Wis.

IT had been a trying day for Joe Worker, star salesman for the house of Hubbub & Noise. These reconstruction times were getting on Joe's nerves. Since early morning he had been calling on the trade in a little Mid-Western city.

And a soul-trying task he had found it. The dealers were nervous. They showed no inclination to buy in the old-fashioned optimistic manner. No one could even hazard a guess as to coming events. The future was a cloud. And clouds are always depressing things, even though we know that behind them the sun is still shining.

So it was that Joe wended his way to the Palace Hotel after the day's work—tired, discouraged, and with precious few orders to his credit. Listlessly he glanced at the mail handed him by the venerable clerk, manager and proprietor of the Palace.

A bulletin from the home office. Here, perhaps, was something to help him cope with conditions; or at least a sympathetic understanding of the problems that beset salesmen at every turn. Eagerly, Joe Worker opened the corpulent, important-looking envelope and read:

"Whoop-'er-up!

"That's the brand-new slogan of the house of Hubbub & Noise. In time with the times, that's us every time.

"The war is over. Peace is here. Everybody is happy and ready to buy, buy, buy as never before. Dealers are placing record-breaking orders. It's up to you to get your share of this peace-time business. Don't use a teaspoon. Get a scoop and go out and shovel in the orders.

"All together now for a record-breaking month. . . ."

Joe didn't finish the letter. And

I do not blame him. That piffle-and-hot-air opening was enough to nauseate any salesman under ordinary conditions. And Joe started with a handicap, you'll recall.

I fished the bulletin out of a nearby waste-basket, where the disgruntled salesman had cast it in disgust. After the first or second page it wasn't so bad. The writer evidently ran out of adjectives and superlatives, and was forced to use more or less human language.

There was a lot of talk in the bulletin about the new advertising campaign that was just the sort of stuff Joe needed. He could have used that information the very next morning to help combat dealer coma had it been intelligently presented, and not smeared over with a lot of darned-fool superficial bunk.

Perhaps Joe's case was a bit out of the ordinary. The conviction is forced upon me, however, that it is fairly typical. Far too many sales bulletins are built by men who have little to recommend them save the fact that they are able to string words together in striking alliterative phrases. And, I am convinced, this condition is directly responsible for that ever-present query, "What is the matter with the sales bulletin? Why doesn't it give better results?"

TOUCHING THE SORE SPOT

A writer may be able to assemble all of the adjectives in Kingdom Come, and yet fail to gain the co-operation of his firm's salesmen. There ought to be a law prohibiting the writing of sales bulletins from lofty pinnacles by Superior Persons who speak of "You men on the road" instead of "We fellows in the sales organization." It would save a lot of



In quantity as in quality the contents of THE PEOPLE'S HOME JOURNAL are so attractive as to make it one of the most closely read of family magazines.

***Getting
Yourself
Seen***

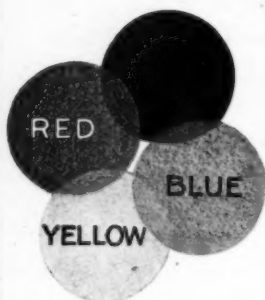
Your advertising message in THE JOURNAL is certain to command attention because there is no overcrowding either of reading matter or of advertising space.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

Four Color Advertising to Farm Women

Through The Farmer's Wife there is now available a 100 per cent four color advertising field to farm women, who dominate 50 per cent of the retail trade of this country.



An attractive dessert, a beautiful complexion, an artistic textile pattern can now be reproduced for the attention of farm women only, in four colors, without waste. Some positions available in every issue for the rest of 1919.

If your product comes in a colored package, show it to the farm woman as it appears on her dealer's shelves.

Consult your agency or write any one of the three offices for available four color positions now open for the remainder of the year.

THE FARMER'S WIFE

Webb Publishing Company
St. Paul, Minnesota

Western Representatives
STANDARD FARM PAPERS, INC.
1341 Conway Bldg.,
Chicago, Ill.

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Avenue,
New York, N. Y.

700,000 Circulation Guaranteed

money for worthy manufacturers.

The sales bulletin writer, if he is worth three whoops in a certain warmer section, is a member of the sales organization. He is not only a practical, but a *super-salesman*. His job it is to sell the house, its policies, goods and advertising campaign to the men who carry the sample cases. And that's no small undertaking.

A young sales bulletin writer of my acquaintance holds to the contention that, in his line, at least, between eight and ten A. M. is the best time to call on the retail trade. He wanted the salesmen to share this belief, and to give the "On-the-Job-at-Eight-O'Clock" theory a fair trial. So he went after the men with a little correspondence chat about like this:

"I'll never forget the parting message of my old sales chief, when I first started out on the circuit of cold hotel rooms with soggy pancakes for breakfast.

"Kid," says he to me, 'there's a heap of sense in that old proverb about the early bird and the worm. Get after your buyers bright and early in the day. If you're out on the job at eight o'clock in the morning I don't care what you do after four P. M.'

"And he had the right idea. I didn't agree with him then. With my usual cleverness, I deduced that the boss just wanted to get a couple of extra hours' work out of me, and let it go at that.

"But I know better now. I've been through the mill. I realize that my chief was preaching true sales gospel if ever it has been preached.

"Harry Lauder was 100 per cent correct. It's great to have your breakfast in bed. But like all luxuries, the cost is a bit high. The salesman who begins his day at ten A. M., will seldom be pestered by income tax collectors.

"It isn't so much a matter of the number of hours you put in as it is *what* hours they are. It took me a long time to get next to that fact. I figured that any sixty minutes made an hour. Therefore, one hour must be as good as another.

"But there's a difference. From eight to ten A. M. are the *selling* hours. Ask the men who have been lugging around sample cases for half-a-dozen years or more. Ten times out of ten they'll bear me out in that statement.

"The early morning hours find Mr. Merchant in a *buying* frame of mind. The day hasn't had time to get on his nerves. He is all filled with joy and gladness and men in that condition buy goods.

"Another thing: Because the day is yet young and customers few, Mr. Merchant has time to talk with the enterprising salesman who happens along, and to go over the line carefully. That's the way big orders 'happen.'

"Then, to be sure, by getting out at eight o'clock instead of ten, there's always the chance of beating the other fellow to the choice picking. How many times have you just missed an order? Think it over.

"And now, we get right down to the point of this little talk. If you aren't already a convert to the 'On-the-Job-at-Eight-O'Clock' theory, I want you to give it a tryout. Let's make a fair test. You try getting out at eight A. M. every working day for two weeks beginning to-morrow morning. Then write and tell me all about your experience with the plan.

"Will you?"

WHEN THE BULLETIN SHOWS WHY IT EXISTS

A few weeks ago, in a hotel lobby, I heard a salesman make the remark that he had sold a local concern an unusually large bill of goods. "Loaded 'em to the guards," according to his own declaration.

That chance remark set me thinking, and finally resulted in a sales bulletin titled "What Are You Doing to *Unload* Them?" This bulletin urged our salesmen to put in window displays, and make use of our advertising matter, with a view of helping the dealer to move the goods.

And, speaking of advertising matter, selling this publicity to the salesmen, is one of the most im-

portant missions of the sales bulletin.

Few salesmen are practical advertising men. They do not understand the finer points of a campaign. Unless detailed explanations are furnished, they are unable intelligently to merchandise the firm's publicity. About all they can tell a dealer is that the house is doing "a lot of advertising."

When some firms issue a bit of advertising they send the salesman a letter about like this:

"Dear Sir:

"Enclosed herewith find copy of our new booklet, 'The History of a Dill Pickle.' A supply of these booklets is being sent to you under separate cover. Trusting you will make good use of same, we are."

And that's the end of it! In reality it should be just the beginning. Each new piece of advertising matter is a subject for a sales bulletin.

Let the salesman in on the secret. Tell him just *why* you issued "The History of a Dill Pickle." Explain how it links up with your general advertising campaign. Then tell him how he should use this piece of advertising matter, in order to get the best returns.

"Tell him how!" in fact should be the slogan of every sales bulletin writer. Those words, in letters of burning crimson should be written upon a placard and tacked above his roll-top.

Tell the salesman how to solve the every-day problems that bob up in his work. And then quit worrying about co-operation. You'll get it.

Some Advertisers' "Kicks" from Publisher's Standpoint

MEMBERS of the Technical Publicity Association, New York, listened last week to a recital of some of the trials of the publisher, occasioned by advertisers who, quite thoughtlessly, put off sending in copy until the last moment and then want proofs,

new set ups and all sorts of impossible things. The meeting was styled "Associate Members' Night."

Some of the abuses of space filling, discussed by William Buxman of the *Engineering News-Record*, brought chuckles of merriment from the audience, particularly when Mr. Buxman referred to the man who after seeing his ad in the paper frantically telephones to the publisher to hold the presses so he can make a change in the typographic arrangement. Other trials of the harried magazine man were given:

The man who sent a cut for his advertisement Monday, telephones Tuesday and wants it shipped to Chicago by next mail.

The man who when he gets proof of his full-page advertisement, decides that he doesn't like it, and sends another totally different piece of copy in its place.

The man who has "studied" type—and insists upon using the same type "that Tiffany uses."

The man who refuses vehemently to be placed opposite his competitor—and the competitor who refuses to be placed opposite him.

The man who complains that the stone proof is smudgy—and wants to cancel his advertisement.

The man who wants the publisher to set his ad in three styles of type in order that he may select the one he likes the best.

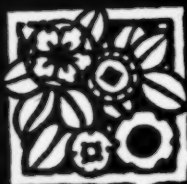
The man who sends copy a month in advance, but forgets the cut until the day before going to press—and then kicks on a poor ad "because I had my copy in a month ahead of time."

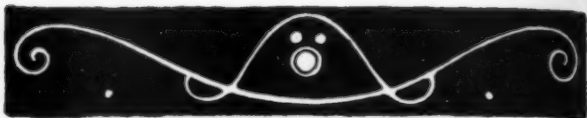
"But we've got nothing to complain about," concluded Mr. Buxman. "These little incidents prove that getting out a paper is the greatest thing in the world—full of fun and opportunity to study human nature."

Resume Business on Return from Service

The pictorial advertising firm of Russell T. Stern & Company, which was inactive during the war, as both partners were in military service, has resumed operation in Chicago.

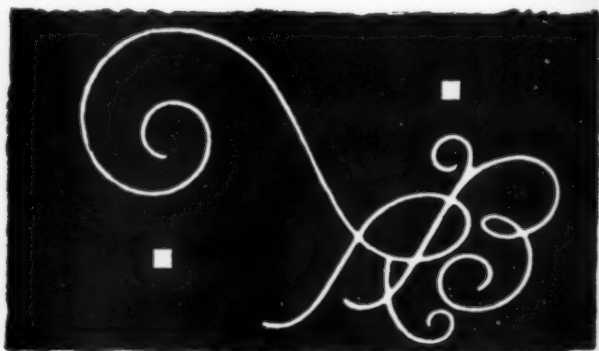
Imagi- nation

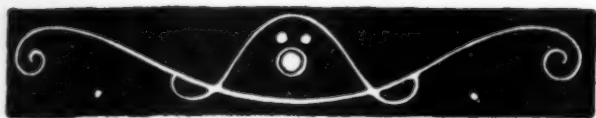




Behind every achievement in human progress is imagination. When imagination projects itself in the printed word—then there is created Literature, vibrant, pulsating, living.

It is such Literature that THE RED BOOK MAGAZINE offers each month to its more than one half million readers among the think-

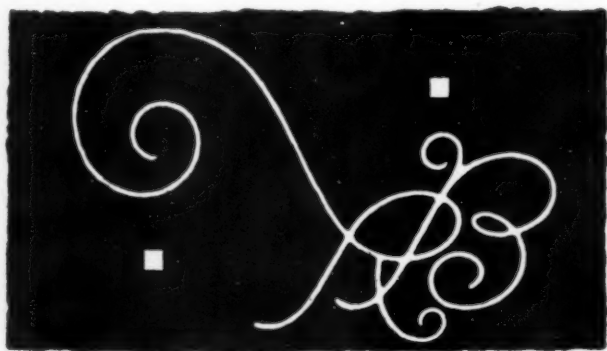


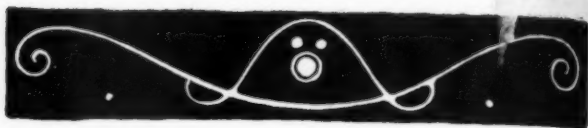


ing and doing men and women
of America.

These have found THE RED BOOK
MAGAZINE to be earnest, truthful
and *real*, in its reflection and in-
terpretation of our common life.

RALPH K. STRASSMAN
Advertising Manager





Circulation
Exceeds
600,000
net paid

*A collective influence representing
readers' voluntary interest*

THE
RED BOOK
MAGAZINE

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Broadening Market for Basic Material by Suggestion

New National Campaign by New Jersey Zinc Company

By Roy Dickinson

WHENEVER the stock objection as to why the manufacturer or miner of a basic product can't advertise is made, it is a good idea to keep in mind the example of the New Jersey Zinc Company.

This company has nothing to sell the ultimate consumer; a great deal of its business is done on the long time contract basis; it did not have to advertise to get business because it has sold its total production for years. And yet the company this year is taking the next big step ahead in broadening the market for zinc. Its advertising has been almost continuous for the last twenty-two years, part of the time entirely technical in its appeal, more recently with a straight additional educational campaign direct to the public. During this time the campaign has proved extremely successful and in its development has tended more and more toward building a broader market.

You remember the copy back in 1915, with the word "zinc" in heavy lower case, dominating the space, and the appeal almost entirely to painters, house owners and architects. The word "zinc" was put before the public; it was mailed to architects, and its uses told through the printed and spoken word to the concerns who used zinc oxide in manufacturing such widely different products as paint, automobile tires and false teeth, yet this end of the business is one of the least important of the company's activities in a competitive market.

To-day the advertising and sales campaign has a totally different appeal. As an example, the entire building of the company in New York is as completely equipped with zinc as possible. The door-knobs and scrap

baskets are made of zinc; the lighting fixtures, the push buttons; the door frames and door checks. Even the match-box container and ash tray on the general sales manager's desk are of zinc. Not all of these articles are being made yet commercially, but the average visitor looks and wonders, asks the price of zinc as compared with other basic materials, wonders some more, and then if his mental processes are at all in trim, says to himself, "If all these things are made of zinc and they look well and wear well and are cheaper, why in Samhill can't I use zinc somehow in my business?" And there are skilled men there ready to advise him and show him how he can.

THE LABORATORY AND WHAT IT ACCOMPLISHES

For a number of years the company has maintained an experimental laboratory for the benefit of its customers. Originally this bureau was for the purpose of helping the architect or homeowner who wanted to paint. Specific formulas for all sorts of painting jobs were figured out for the customer's benefit and real service was given in his painting problems. The scope of the laboratory has now been very much increased, but the basic principle of running it for the customer's benefit still dominates the work. In other words, this is a real research laboratory, producing ideas which actually build up good will and broaden the market.

When it was so necessary to conserve copper and other basic materials essential for the successful prosecution of the war, this research laboratory, working in close harmony with the War Industries Board, developed many new uses for zinc and methods

whereby it could be substituted for more expensive and essential metals. The buttons on the dough-boy's trousers, for example, were made of zinc and were found efficient to a surprising degree. They did not rust or corrode and as they didn't shine or glint in the sunlight, they were very popular in No-Man's Land.

An added zest was given to the experimental work accomplished

be possible to sleep in a bed of zinc tubing, the color of which will harmonize with the new ideas in decoration and which will not corrode when touched.

In the field of rolled zinc many new uses were found possible. Fuses, zinc wire, battery boxes, desk ornaments, roofing shingles and a multitude of other articles were made and turned over as suggestions to manufacturers in kindred lines, many of whom were thus started in making articles of zinc for the first time.

It is also intended by officials of the company that the public shall be given the benefits of these war-time experiments. Although they are naturally in business to make a profit, they believe the company can also be of real public service at this time, as all wealth comes out of the ground and the cheapest material which will do the work intended serves both to conserve wealth and lower the cost of living. Very often the company suggests a new use, that particular use suggests another to a customer or a reader of a magazine, he, in turn, comes back at the company with another suggestion and an endless chain gets started. The possible uses of this material

MADE OF ZINC

The sheet of metal under the kitchen stove is Zinc. So are the corrugated surfaces of a washboard, the tops of fruit jars, the cases of dry cell batteries and the plates that protect the boilers of ocean steamships from corrosion.

In these and many other ways Zinc has long served many useful purposes; but it remained for The New Jersey Zinc Company to see and develop its greater possibilities. As a result of research and experimental work Zinc is now used for bottle caps, thimble, clocks, buttons, shoe lace tips, building hardware and hundreds of other articles in daily use.

The working out of these new uses in the interest of manufacturers is typical of the completeness of the service this organization offers. The work of its laboratories is as much a part of its activities as the operating of its mines and smelters and is available to all manufacturers who use Zinc products.

THE NEW JERSEY ZINC COMPANY, 260 Front Street, New York
RE-4-11111111

CHICAGO: Mineral Sales Zinc Company, 2111 Marquette Building
Manufacturers of Zinc Oxide, Spelter, Spingoliers, Lathings,
Sulphuric Acid, Rolled Zinc Strips and Plates, Zinc
Dust, Salt Cake and Zinc Chloride

The world's standard for Zinc products

New Jersey
zinc

ADVERTISING LIKE THIS OPENS THE READERS' EYE*

during the war period because of the fact that the Germans had developed the uses of extruded zinc and tubing to a far greater degree than Americans. If zinc could be successfully extruded, the market for it was almost limitless. Experiments are continuing on this line and it is understood that remarkable progress is being made. Eventually it may

seem to be never-ending and it is the desire of the company, with its laboratories as a help, to turn down no one who wants anything made of zinc. It will be produced if it is humanly possible to do so, and if zinc can perform the work desired.

"We don't want ever to be in the position of trying to clothe a tramp in a dress suit," said one

of the officials, "but there are so many new uses for zinc coming to us all the time from outsiders that we merely want to start a train of thought and get people to find out how they can use zinc and how reasonable in price things made from zinc are."

This broad policy is carried out in the copy to run in general mag-

lems where zinc might be used instead of some other more expensive basic material, or in starting a new business making new articles of zinc for which a demand is now being created by the advertising.

The sales force carries out 'by word of mouth the same policy. Very often a big prospective user



A SAFETY DEVICE FOR UNLOADING CARS USED SUCCESSFULLY BY THE COMPANY

azines. A thimble, a bottle cap, a clock, buttons and shoe lace tips made of zinc are featured. The copy seems to have a triple appeal. The public is told how zinc is used now, is asked to think ahead and consider in what other ways it might be used, and in the last part of the copy the manufacturer is offered the services of the laboratories, either to help in solving production prob-

of zinc is converted by some small novelty. A battery can of zinc was shown to one manufacturer in another line of business. "Look at that battery can of rolled zinc," said he. "If it can be rolled like that for a battery box, why can't I have the same material rolled in a smaller compass with a point so that I can put them on the ends of umbrellas? It would save me a lot of money." Soon after that

interview, zinc umbrella tips were added to the ever-increasing list of new uses for zinc.

Another man who was a manufacturer of pencils saw at the home office one day something that gave him an idea. A few days later he sent around a pencil holder of zinc, first a plain one, then a beautiful lacquered pencil holder, a totally new idea. He had tried the material, liked it, his mind followed the prepared pathway of suggestion and resulted in his making an article he himself doesn't use, for the benefit of someone else. This particular man wouldn't have come back with his idea unless he had been sold on the idea of the company and its service.

In all the advertising there has been the fundamental thought of selling the institutional idea of the company and its co-operation to the public, to its own sales force and to the workmen in the mines. This policy of institutional advertising will be still further carried out in this year's business paper advertising.

COMPANY'S LIBERAL POLICY WITH WORKERS

The company looks upon its men very much as partners in the business. A minimum wage is maintained so that each workman can earn enough for a comfortable living. A profit-sharing plan has been maintained for several years and the men are given a quarterly 25 per cent division of their year's allotment, based upon the salary of the individual. In addition, a number of safety devices have been worked out which have cut down the number of injuries to workmen and the possibility for accidents very materially. These safety features are to be used in the business paper advertising with the idea that some of the discoveries may be adopted with profit by other manufacturers, and also with the further ideas of increasing industrial morale in their own plants and securing a certain amount of good will advertising value in bringing out the personality and ideals behind the

business. Safety ladders which prevent men from falling from a high tower, if dazed, are made upon a staggered stairway plan so that if a man does slip he can only fall a few feet. A safety car-wrench which is self-releasing and prevents men from being injured when opening hopper bottom cars has also been developed at the company's mines at Franklin Furnace, N. J. The safety wheelbarrow runway shown in the photograph herewith is a recent invention which has saved a large number of small accidents and injuries.

"We believe in humanics in business as well as in mechanics," said an official of the company, "and also are of the opinion that it is a good plan, especially at this time, to give other manufacturers the benefit of the ideas along this line which have been put into successful operation at our mines."

A NEW ANGLE IN BUSINESS PAPER ADVERTISING

A development of the recent business paper copy is the featuring of the "Horse Head" and "Bertha" brands of spelter. In the earlier advertising no brand name was mentioned, in order to do away with the possibility of confusing the mind of the reader, and zinc was mentioned alone. In the more recent advertising the manufacturer of brass, bronze and wire is urged to protect the quality of his product by the use of these brand name spelters which come from a remarkably pure deposit of zinc ore in the company's mine at Franklin Furnace.

For the fiscal year the company will use full page space in two national weeklies and two monthly magazines. The trade and technical copy will run in a list of thirty-two publications in the paint, rubber, chemical, metallurgical, dye, electrical, railway, glass, fertilizer and marine fields. The list indicates to some degree the various industries in which zinc is a factor now and the management says the surface hasn't been scratched yet.

—passing the buck

Mr. National Advertiser, when you tell the retailer about your imposing campaign in national mediums and ask him to support it with local advertising, isn't that an admission of weakness?

Why is it the retailer's duty to advertise *your* business?

If your national campaign were effective, why would it be necessary for the dealer to advertise your product in his newspaper?

When a dealer gives you his windows, counters, shelves, distributes your literature, what more can you justly expect?

How does this logic appeal to you: Spend the bulk of your appropriation with newspapers in localities where you or jobbers have induced retailers to handle your product. *That* is cooperation.

Don't expect the retailer to do *your* job.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

Fuller &

Advertising - Cleveland

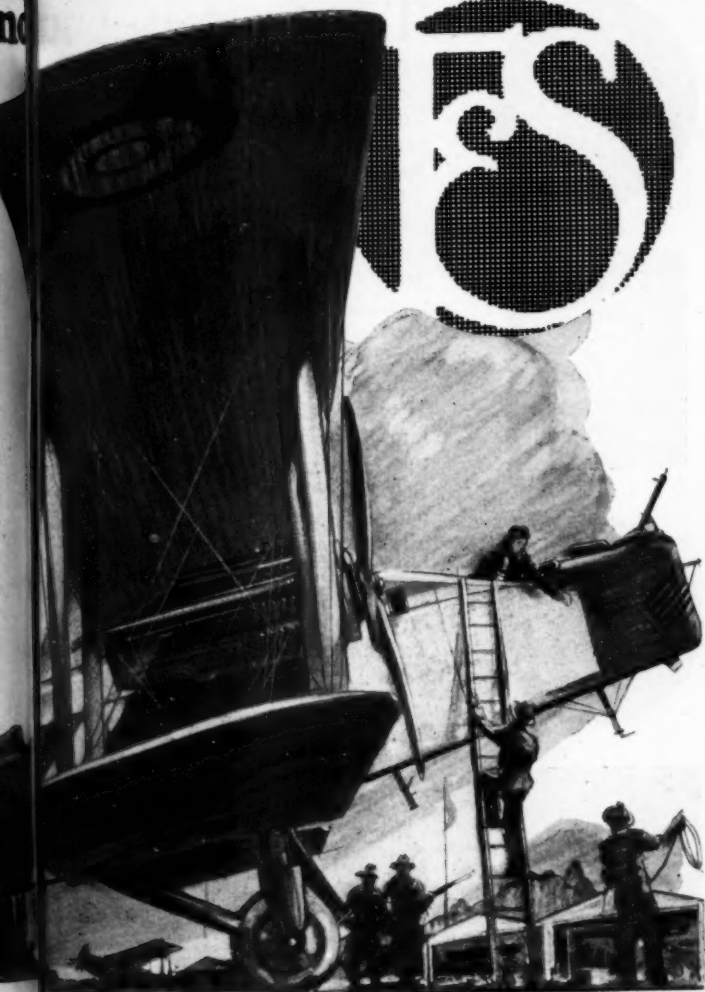
Besides Willard the clients
of Fuller & Smith are:

- The Aluminum Castings Company,
"Lynite" and "Lynux" Castings.
The American Multigraph Sales Company,
The "Multigraph."
The Austin Company,
Standard and Special Factory-Buildings.
The Beaver Board Companies,
"Beaver Board."
The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.
Borton & Borton,
Investment Securities.
The Bourne-Fuller Company,
Iron and Steel Jobbers.
Burroughs Adding Machine Company,
Figuring and Bookkeeping Machines.
The Central Brass Manufacturing Company,
"Quick-pressure" Faucets.
The Cleveland and Buffalo Transit Company,
Lake Steamship Lines.
The Cleveland Osborn Mfg. Company,
Moulding Machines and Foundry Supplies.
The Cleveland Provision Company,
"Wiltshire" Meat Products.
The Craig Tractor Company,
Farm Tractors.
Duplex Lighting Works of Gen. Electric Co.,
Duplex Lighting.
The Glidden Company,
Varnishes and "Jap-a-lac" Household
Finishes.
Ivanhoe-Regent Works of Gen. Electric Co.,
"Ivanhoe" Metal Reflectors and Illumi-
nating Glassware.
Landon School of Illustrating and Cartooning,
Correspondence School.
National Lamp Works of Gen. Electric Co.,
Mazda Lamps.
R. D. Nuttall Company,
Tractor Gears.
The Peck, Stow & Wilcox Company,
Pexto Mechanics' Hand Tools; The-
smiths' Tools and Machines; Builders'
Hardware.
Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines,
"Gainaday" Electric Cleaners.
H. H. Robertson Company,
Asbestos Protected Metal, Gypsum
Roofing, Road Material, etc.
The M. T. Silver Company,
"Silver Style" Women's Suits and Coats.
Hotels Statler Company, Inc.,
Operating Hotels Statler, Buffalo, Cleve-
land, Detroit and St. Louis, and Hotel
Pennsylvania, New York City.
J. Stevens Arms Company,
Firearms.
John R. Thompson Company,
Restaurants in 38 cities in the United
States and Canada.
The Timken-Detroit Axle Company,
Front and Rear Axles for Motor Vehicles.
The Timken Roller Bearing Company,
Roller Bearings.
University School,
College Preparatory School.
The Upson Nut Company,
Manufacturers of Iron and Steel
Products.
The Westcott Motor Car Company,
Passenger Cars.
Westinghouse Electric and Mfg. Co.,
Central Station, Railway and Power
Plant Equipment, Motors, Fans,
Heating Devices, Automobile Start-
ing, Lighting and Ignition Equipment.



r & Smith

BS





THESE are some of our big spectacular electric signs that have been instrumental in making Atlantic City's Boardwalk world-renowned as "America's Great Bright Way by the Seaside." They cover a national yearly circulation greater than the entire population of Mexico, double the population of all Canada, and equal to the population of Spain!

Every State in the Union is represented in the circulation. If you have any doubt, Atlantic City hotel registers will put you right.

A popular New England product will soon advertise nationally thru the sign we offered last week. We have another sign available. It is located on Steeplechase Pier, and has a mile exposure. Do you want it? Wire.

The R.C. Maxwell Co. Trenton N.J.



The "Competitive Brand" to Protect the Advertised Article

House Brings Out a "No Commission" Cheap Product to Help Salesmen Who Must Fight Unbranded Lines Offered to Dealers

By A. H. Deute

THE dealer should see at once the merit of an advertised product and be unwilling to let himself be stocked up by a salesman selling an unadvertised "just-as-good" brand at a lower price. He should, I say, but actually he often doesn't. And thus the sales manager has another problem.

Inasmuch as there are salesmen selling unadvertised lines who are every bit as good as the salesmen selling the advertised lines—and a mighty good selling talk can be built up around the unadvertised line, especially when the advertised article is more or less in its infancy—dealers will not "stay put" in a way that the manufacturer of the advertised lines might like.

I have in mind a line of pickles which began to be advertised a couple of years ago. As a matter of fact, the product is not pickles, but pickles are close enough to it for illustrative purposes.

The manufacturer has developed a thoroughly good quality and his advertising is commencing to make itself felt, but has not yet been able to make the line dominant. Unadvertised brands can still cut in quite easily, especially when the salesman is a plausible talker and the dealer is more or less unfamiliar with the value of the advertised line.

Especially now, since fighting has ceased and merchandise is again going over into a buyer's market, the advertised line of pickles has a definite problem on its hands.

The problem is this: here is a good line of pickles, being steadily advertised, but which has not yet had time to really get across big. The quality must naturally be kept up to give the advertising a chance and the price to the deal-

er must be in line with the quality. Some day, the advertising will have gone more completely across and consumers will, to a larger extent, appreciate these fine points of quality.

But right now, unadvertised, competing pickles are being offered to the trade as "just as good," and at less money.

Everybody—retailer and consumer—is looking for falling prices. They don't know how much of a drop they can expect, but the greater the apparent drop, the more eager they are to believe that that drop is about the right one.

And so we come to this situation: the maker of this high-grade pickle is quoting his line at about 10 per cent more than is being asked by some other lines which are apparently practically as good, but are not advertised.

These unadvertised pickles are being put out at a lower price because, according to their manufacturers, they do not carry an advertising appropriation, etc., etc.

CASUISTRY OPPOSES THE ADVERTISED LINES

People who understand comparative manufacturing and production problems realize that what is really taking place is that the maker of the advertised pickle is holding up his quality and hoping to win consumer favor. He cannot reduce his price unless he cuts his quality, and this he cannot do if he would protect the statements made in his quality advertising.

On the other hand, competing manufacturers, without advertised claims of merit to protect and back up, are catering to the immediate moment.

They and their salesmen are

listening to the argument that prices must drop. They are finding business harder to get this year than last year, and they are inclined to produce merchandise which can be offered at a price which will get quick business.

Hence, their lines are being cheapened to the point where orders seem to come faster. Three competing, unadvertised brands have, during the past month, chased themselves down to the point where not only has their quality been greatly lowered but they are actually selling at prices which will not enable the manufacturers to show a reasonable profit.

But none of these manufacturers dare stop because they have committed themselves to a policy of selling cheap. The dealer expects them to sell as cheap or cheaper than "the other fellow" and it is up to them, so they feel, to play the game and hope for something better.

Of course, one of these days their quality will begin to count against them, but that is a future problem and too far away to bother them, in view of their present problem of trying to chase the competing brands into perdition.

So on one hand we have three unadvertised brands, fighting viciously for business via the lower price route and one house standing out with maintained quality and a considerably higher price and going ahead with its advertising.

Which brings us to the problem that the advertised line is facing.

Its salesmen, calling about once a month on the trade, get one chance at the dealer in the same period that the dealer is worked on by three other salesmen, talking lowering of prices, improved methods of production and all the other stock arguments which salesmen use to explain change in prices.

The dealer hears one man explain how his house wants to get the volume of business quickly and is willing to do a big turn-

over on a small margin, and that sounds plausible and businesslike to him, so he orders some pickles from that house.

And along comes another man and he explains how his house, anticipating close competition, has put in some fine new machinery to expedite economical manufacturing and can therefore sell at these new prices.

And the other man says that now that the war is over his house is going to do its part to get prices down to normal and isn't resorting to any camouflage about advertising to hold the dealer up to high prices, etc.

So when the salesman for the advertised pickle comes along he is apt to find a big assortment of competing pickles in the dealer's store. And, in spite of the fact that the dealer may believe in the advertised pickle and all that, nevertheless he has bought from the other men on the price basis and it is up to him to move those goods, even though the advertised pickle salesman makes him see his mistake.

Furthermore, the dealer is lined up to meet the arguments of the advertised pickle and he comes along with his statement that the unadvertised pickle is just as good and costs him a lot less money, and that people expect lower prices and that he must have lower-priced goods and that it looks to him as if this last house is just holding up its prices to make a bigger profit and that a lot of this advertising business is just an excuse to get a higher price—and all that.

HELP TO GET THE CHIEF SELLER ESTABLISHED

Of course, these arguments can be overcome and we all know that ultimately the high quality, advertised line of merchandise is sure to triumph over inferior, unknown, cut-price lines. But the salesman who is working the trade is costing a lot of money right now. The sales manager can't satisfy a board of directors by promises of the millennium. They want a satisfactory sales

cost and a good volume of business right now and they don't propose to sacrifice all their 1919 dividends to an idea which might not hold water after all. And maybe the thing to do is to give the dealer what he wants—make a cheap pickle—cut out the advertising and get down to business, especially since the superintendent in the factory assures them that he can make a mighty good pickle for less money.

And so the virtuous little advertised pickle has its troubles, too, just as much as its unknown rival.

Now, for the remedy, because the sales manager who is fast enough to build up a big business on his product must naturally be able to propound remedies for all these things.

And here is what the selling end of the advertised pickle is now doing to handle the situation more quickly.

Its men all work on commission, and the more pickles they sell the more they make—but it is up to them to sell the line.

In order to quiet the dealer who is stirred up on this matter of difference in price, the moment that argument comes up, the salesman says:

"Oh, you want that kind of a pickle? Sure, we can give it to you, too. There's no mystery about it. It's just a poorer quality of pickle, made to sell for less money. Anybody can make it. We can make it. In fact we've got them on hand and if you want them our price is just as low as the other man's and our pickle is just as rotten in quality as his. But, if you'll stop to think you will realize that what people really want is not a cheap pickle but a good pickle at a fair and honest price."

And then he goes right back again to his advertised line and handles his sale. He has done two things. He has gained a lot of time in being able to get around the difference in price without having to wade through a long argument. He doesn't really have to defend his high-grade pickle

against a cheap competing pickle because he can assure the dealer that the cheap pickle is available.

But, most important of all, he has taken all the sting out of his competitor's arguments because just as soon as Mr. Dealer knows that he can get the same priced pickle from the advertised line, he feels satisfied. He feels that this latter manufacturer is not trying to hold him up, that the advertising back of the high-grade pickle is not camouflage to force a longer profit and that there must really be something to the higher-priced, advertised number.

There is a whole lot in getting the dealer right in his own mind. Too often the dealer is nervous and more or less afraid of a house, especially when three or four competing houses have other stories. Then the dealer gets confused over these conflicting arguments and doesn't know what is what. That is why, as soon as the advertised pickle had its cheaper "side-kick," the salesman was able to set the dealer's mind at ease and go right ahead and sell the line.

In order to safeguard itself against the salesman who might be inclined to be weak and sell too readily the cheap line instead of working hard on the advertised line, the house put the cheap, competitive pickle on the "no-commission" list, so that it would be sure to be used by the salesmen just for the purpose for which it was intended and not as a source of volume of sales.

The competitive pickle has been out for several weeks at this writing and very few have been sold because the salesmen have been able to show the difference and show the dealer where his real interests are. On the other hand, it is accomplishing its purpose by enabling the salesman to put his house in the right light with the trade and handle this matter of cheapened prices promptly and effectively. To be exact, only eight small orders were sold last week of the "competitive" pickle and better than a ton a day of the advertised line.

Checking Up Clerks' Sales in Prize Contests

The Successful Method of the Twinplex Sales Company

THE HESSIG-ELLIS DRUG COMPANY
WHOLESALE DRUGGISTS
MEMPHIS, TENN., Feb. 21, 1919.

Editor of PRINTERS' INK:

Perhaps in your fund of information, you can give me data on the experiences of a sales manager in offering prizes or premiums to the clerks of retail drug stores. Just what plan was adopted in checking up the sales of the individual clerk or store, how was the premium plan offered in general, etc.

I am anxious to learn of a successful plan which contemplates three cash prizes to retail drug clerks, who, in a period of one month, are able to sell the greatest amount of a given article. The plan would be put into effect in 500 drug stores.

BENJAMIN AKIN,
Manager Specialties Dept.

CCHECKING up the sales of each individual clerk usually involves the use of a coupon, tag, or disc enclosed with, or attached to, each article—a symbol which cannot well be detached until the sale is actually made. In conducting a contest to last for a single month, however, such a plan would not be practicable. PRINTERS' INK has consulted a number of executives, but none seems to suggest any more appropriate plan than securing from the retail merchant an inventory the day the campaign commences, and relying upon the merchant's integrity to keep an individual record of his clerk's sales. Such a method might work out successfully in the case of a few progressive retailers who would value the co-operation of the manufacturer in stimulating sales. But the danger of inaccuracies and possible disputes seems to discourage the attempt.

One of the most successful examples of retail clerks' contests is the Twinplex plan of rewards. Perhaps some detail of this competition may be suggestive. With every Twinplex razor stropper sold there is a registration card enclosed, explaining the ten-year guarantee. A number corresponding with the number on the stropper is inserted on the guarantee

which contains spaces for the signature of purchaser, address, dealer's name and address, date of purchase and name of salesman.

This registration card is placed on the stropper for the purpose of enabling the purchaser to register the purchase of his stropper, so that it may come under the full ten years' guarantee. Only those stropplers which are registered get the full benefit of the guarantee.

When a stropper is sold by a salesman who has signified his intention of claiming the rewards, the registration card is mailed in to the Twinplex Sales Company's main office, in St. Louis, and the salesman making the sale is credited with the sale. When a sufficient number of registration cards have come in and been credited to any given salesman, that salesman is entitled to the reward which his sales will earn.

PLAN NOT COMPLICATED

It is unnecessary for a salesman to accumulate the registration cards. They can be mailed in promptly each day, or weekly, as the salesman may desire, and when received will be credited to the salesman's account. Rewards may be claimed at any time that a salesman has sufficient sales to his credit to earn the reward desired.

The plan is very simple. Salesmen desiring to claim rewards must notify the firm of their desire to be included in the list of salesmen working for rewards. Immediately after receipt of such notice a record card is made out for the salesman, and all sales made thereafter by him placed to his credit.

A booklet contains photographs of the various rewards, which consist of cameras, watches, jewelry, phonographs, cutlery, clothing, smoker's articles, trunks, four-

The 15,000 most worth-while automobile, truck, accessory and tire dealers in the United States will soon receive the 1919 issue of "Leslie's Motor Review." This—our 11th big dealer-supplement—will feature:

Editorial messages from Leslie's Motor Department to these dealers.

Advertising messages from Leslie's advertisers (an "extra service," not charged for); among them:

Passenger Cars

Briscoe

Elgin

Packard

Paige-Detroit

Reo

Stearns

Tires

Fisk

Goodyear

(passenger car)

Goodyear (truck)

Kelly-Springfield

Miller

United States

Trucks

Acme

Atterbury

Bethlehem

Federal

General Motors

Maxwell

Menominee

Packard

Paige-Detroit

Reo

Republic

Selden

Service

Trailmobile

White

Winther

Accessories

Champion spark plug

Dillon lens

Hassler shock absorber

Johns-Manville

(brake-lining)

Johns-Manville

(fire extinguisher)

Macbeth-Evans lens

Mosler spark plug

Presto-Lite batteries

Shaler vulcanizer

Thermoid brake-lining

Tidewater Oil

U. S. L. & H. batteries

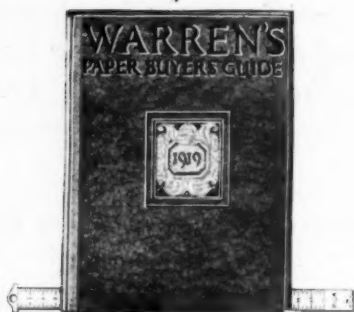
Vacuum Oil

Final forms on this dealer-supplement are closing this week.

Leslie's

Illustrated Weekly Newspaper

L. D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



Warren's Paper Buyer's Guide

THERE may be more beautiful books issued this year than this one. There may be books more generally useful. But for practical use to a buyer of printing, and as a specimen of craftsmanship in book-making we are willing to put forth Warren's Paper Buyer's Guide as an effort for which we have no apology and as a work by which the standards of our house may be judged.

Think of saying about a commercial book—a catalog prepared for free, if not unlimited, distribution, "We are willing that the standards of our house be judged by this piece of printing."

We might as well say we were willing to be so judged. For, willingly or unwillingly, every firm that issues a catalog or booklet is judged by the kind of printing it sends forth as its spokesman.

Once a year for several years we have issued a Suggestion Book, showing samples of the Warren Standard Printing Papers, and the way they print. Each year's book we made a little better, a little more helpful than the last. There is no presumption in calling this book a paper buyer's guide.

Doing this, we learned lots of ways to improve our specimen books, and this last one, the Warren Paper Buyer's Guide, is quite the best and most complete volume on printing papers we have ever issued.

It is made up of sheets of the twelve Warren

Standard Printing Papers, with each of the twelve represented in different weights. The kinds of work that these papers are made to do is indicated not only in the text, but also by actual engravings printed on the paper.

The book contains large cuts and small cuts, simple cuts and complex cuts, color work in process and in flat tints. About every sort of engraving there is, is represented. Then there are pages containing a single large portrait, and other pages given over to beautiful type effects.

And on whatever paper an engraving subject is shown, the reasons why that paper is the right paper for that kind of a subject are fully given.

A man who knows very little about buying paper can buy pretty wisely if he uses this book. He doesn't have to worry about cost, because he is buying a standard product, of standard quality, at a standard price. The price of Warren Standard Printing Papers represents the intrinsic value or the actual worth of paper of fixed quality.

Because this book makes the buying of paper easier, and because it makes it easier to get better printing, it helps people buy economically. It will be mailed on request to printers; to buyers of printing, engravers and their salesmen.

S. D. WARREN COMPANY
BOSTON, MASSACHUSETTS

"Constant Excellence of Product"



Printing Papers

tain pens, etc. If any reward claimed by a salesman is found to be unsatisfactory on receipt, it may be returned for some other article.

In addition to the Twinplex plan of rewards, the company also conducts an annual contest in which standings are based upon sales estimates. A new salesman entering the annual competition is, after three months, assigned a quota by obtaining his average sales per month, and multiplying that figure by the number of months possible for him to be in the contest. Quotas of salesmen who competed in the previous year are established by adding 20 per cent to the previous year's sales. Prizes for this yearly contest consist of Ford automobile, Victrola, billiard table, vacuum cleaner, canoe, easy chair, book case, oriental rug, suit of clothes, etc.

Standings are published every month in the firm's dealer organ, "Edgewise," in order to keep up the enthusiasm of the contestants. In 1918 some of the retail clerks made six, eight, and ten hundred per cent of their quotas, and according to E. G. Deane, of the Twinplex Sales Company, not only has this contest been successful from the standpoint of increased sales of strollers, but has increased the number of retail salesmen interested in their product to about five times what they had in 1917. "So good have been the results," he says, "that we are going into it in 1919 on an even larger scale and are doubling our appropriation for prizes and will conduct the contest on a basis of six months, rather than a year."—
[Ed. PRINTERS' INK.]

Appointed Eastern Manager of Graphic Newspapers

Russel Gomez has been appointed Eastern manager of the Graphic Newspapers, New York. He has just returned from the Air Service, in which branch he served for two years as a lieutenant. Before entering the service Mr. Gomez was Eastern representative for the Graphic Newspapers.

John J. Mehlem, Jr., Western representative, has been appointed Western manager of the Graphic Newspapers.

Is This the Proper Solution?

BLACKMAN-ROSS COMPANY
ADVERTISING

NEW YORK, March 10, 1919.

Editor of PRINTERS' INK:

For some time most of us in New York have been bombarded by out-of-town soldiers looking for positions in New York City. It has seemed to us that in all fairness we should seek to give the returning New York men the jobs that are open.

With this idea in view, our company has adopted the attached resolution. Do you think it would be wise to agitate this question in some way in your own columns?

O. H. BLACKMAN,
President.

Resolved, That during the coming six months and until further notice thereafter, we shall discourage out-of-town men who have been discharged from the service from seeking employment in New York.

To this end we hereby agree that we will not employ out-of-town applicants discharged from the service during the period outlined.

This resolution is made in the interests of re-employment of New York men returning from the service and in the broad interests of general stability of the employment situation.

Should the S. A. Spend the Money for Buttons?

LAKE GEORGE, N. Y.

Editor of PRINTERS' INK:

That was an interesting statement in last week's issue concerning the victory of advertising over the Salvation Army tambourine. But aren't the Salvation Army pursuing a mistaken policy—and I'm not a novelty salesman—in abandoning celluloid buttons or tags to distinguish those who have contributed to the campaign?

When I've given my mite on May 15 I hate to think that I shall have to run the gamut for the remainder of the week. It is apt to become somewhat of a bore—and may detract a trifle from my enthusiasm in the splendid cause of the "Army." Moreover, isn't Evangeline Booth—or whoever rubber stamps these edicts—everlooking the importance of public opinion? Without a badge it will be too easy to dodge or even lie one's way out of giving.

Forty thousand dollars may feed 40,000 babies on milk for a week. But such an investment would immeasurably help the cause and put it over the top quicker. What do other P.I.'s think?

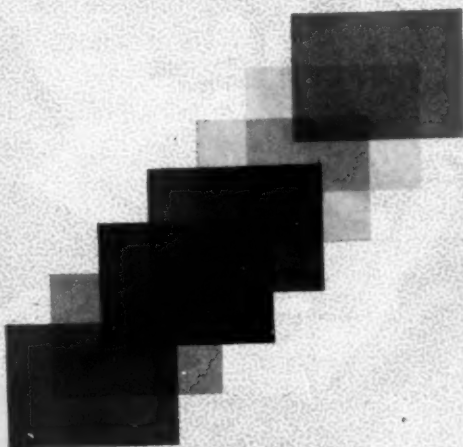
ARTHUR WICK.

Thien Joins Martin V. Kelley

Robert R. Thien, recently connected with the George Batten Company, is now with the Martin V. Kelley Company, of New York, in the copy department.

PRINTERS' INK

Proving the Dot





"Proving the dot" is that part of the process of lithographic reproduction by the photographic method, performed both for the purpose of checking the work of the lithographic artist and as a guide to the pressman in printing the job.



In the work of proving as well as printing it is necessary to run the colors in conformity with a standardized color scale; the adoption of which is one of the first principles of the photographic process in lithography.



Three standardized color scales consisting of four, six, and eight color combinations have been adopted by the Karle Lithographic Company for their general line of reproduction by the photographic process.



It is only in rare cases that the original sketch or painting cannot be exactly reproduced through the application of one of these three standardized color scales. Such a case may be the use of a solid mass of special color for a background. When this condition exists it is more practical as well as economical, to run it as a special color.



The determination of the proper color scale for each particular job is a matter of our first

PRINTERS' INK

consideration. As each original sketch or painting is received by us, it is carefully analyzed and then the engravings are made to conform to the color combination selected.

The Karle Process is a standardized medium of reproduction based on the standardized color scale. In its progress to completion through our institution each reproduction is divided into seven stages. Each operation is handled by skilled artisans who are specialists in their own line of work in lithography.

Therefore no one man's technique or personality is pronounced or recognizable in any of the Karle reproductions. In other words each one is the combined work of skilled workmen who have made the Photographic Process of Reproduction in Lithography their life's work.

Kindly address our nearest office.



KARLE QUALITY

KARLE LITHOGRAPHIC CO.
ROCHESTER, N.Y.

NEW YORK - CHICAGO - BOSTON - PHILADELPHIA - ST. LOUIS.

How a Mail-Order House Meets Its Retail Competition

Gordon-Van Tine's Method Has Been to Take the Mystery Out of Building Homes—Has Had to Meet Hard Kind of Competition

By G. A. Nichols

SOME manufacturers and jobbers who are seeking a larger outlet for their goods, through helping the retailer build up a market, are showing a pronounced disposition to learn from the retail mail-order houses and to encourage the retailer to apply the lessons.

Several times PRINTERS' INK has pointed out that there has been entirely too much coddling of the retailer on this topic. Service departments, not any too well acquainted with the situation, have told him what he wanted to know rather than what he ought to know. Now there is a refreshing tendency forcibly to show the dealer his shortcomings and to indicate the strong points in the mail-order method that he should emulate.

If any retailer is falling behind to-day in his race with the mail-order houses he is only paying the penalty of failure to ventilate his values. People who read advertising buy better. The man who sells standard, advertised goods sells them quicker and finds it easier to get the people back into his store for further purchases.

The mail-order house has used the right kind of publicity. The retail dealer, generally speaking, has not. This is why the catalogue house many times has the better of the argument. It has been repeatedly demonstrated that the retail store using proper advertising backed up by values, prices and service, can simply walk away with the business, leaving the mail-order house far behind. But the retailer is too ready to rely on "buy at home" arguments. If he recognizes mail-order at all in his advertis-

ing he is likely to make his bid for business on a basis of local pride or upon the idea that the people of the town owe him something because he happens to be running a store there.

It may as well be recognized by everybody concerned that the mail-order houses have done a worth-while work for the people of this country in that they have made possible better values for the consumer. They have turned the spotlight on prices. Publicity makes for competition. Where there is no competition the condition is bad for the consumer. This is a principle that is recognized even by some governments. England is said to welcome competition of other countries in the South African trade because such competition stabilizes prices and makes it more certain that the people shall get a square deal.

VALUES BETTER UNDERSTOOD BECAUSE OF CATALOGUE STUDY

Mail-order methods have removed much of the mystery from merchandise and selling. People are many-fold keener students of values and of goods than they were twenty years, or even five years, ago. Studying the mail-order catalogues, they naturally learn about merchandise. They do not have to take the retailer's word for everything. They have a better line on what fair prices are. Consequently, the retailer has to get right up on his toes and stay there. The thing works out for him as well as it does for the consumer, as a matter of fact, because the catalogue increases the demand for merchandise in general and of profits along with the rest, if he has the right kind of goods to sell.

A catalogue, whether it is designed to sell goods to retailers or consumers, necessarily must be right the first time. It cannot talk back. When a thing is down in print the house must stand behind it. If the prices are not low enough, then the sale is lost. If the descriptions are deceiving, then the people won't buy again. Long experience has demonstrated that the mail-order houses make good on their promises. Therefore they have gained the confidence of the people. This has brought about a condition where the retailer has got to be frank about his values also if he expects to hold his own.

In increasing the demand for merchandise, the mail-order houses have done a great work which has had a very important bearing on the country's commercial life.

For example, take a recent issue of 5,000,000 rug catalogues scattered over the country by a Chicago concern. What could be a better boost for the rug business from the standpoint of manufacturer, jobber, retailer? For twenty years Montgomery Ward & Company have been spreading the message of American merchandise just as the apostles were commanded to spread the gospel—to the uttermost parts of the earth. The result has been a world-wide education in the use of American goods which now is opening alluring opportunities to the exporter.

The Gordon-Van Tine Company, of Davenport, Iowa, sends out half a million catalogues with pictures of houses in colors. The result is a better understanding of the house proposition, better houses for the people and fairer prices by the retail lumber dealer.

An impartial study of the building material situation convinces the writer that Gordon-Van Tine has done something really worth while in standardizing prices in this line. There is absolutely no intent here to make a plea for mail-order. If the writer has any prejudice at all it is in favor

of the retail dealer. But "pigs is pigs" and facts are facts.

There are few things in which there is so much mystery for the average buyer as in the building of a house. So many items go into the make-up of that house that the average buyer is bewildered if he attempts to figure it out himself. He is at the mercy of his contractor and building material dealer.

If a person is asked to pay \$25 for a pair of shoes he immediately insists on being shown. He knows something about shoes and what shoes ought to cost. This \$25 pair must be exceptional. The chances are if he buys the shoes he gets a pretty good value for his money. A retailer would not think of asking a woman to pay \$5 for a pair of hose unless he had a \$5 value. She is acquainted with hose and he knows it. Gordon-Van Tine has made it possible for the buying of a house to be a package transaction just like the buying of a pair of shoes or hose. The whole proposition is put down in a catalogue in black and white. Everything is there—goods, prices, plans. The prices are guaranteed. The customer is promised that there will be no extras at the last moment. His satisfaction also is guaranteed.

IN A BULKY PRODUCT LIKE LUMBER, SALES MUST STICK

Now then, if a mail-order house sends a pair of shoes to a customer in California and the shoes do not give satisfaction they can be returned and the money refunded. Nobody is going to be very much the loser. But when it comes to returning a lot of lumber and building material enough to construct a house, the problem is different. This is met by Gordon-Van Tine on a basis of having its merchandise fully up to specifications—better than that if anything. If the company sends out some Grade 2 lumber to a farmer in Kansas, that lumber must at least approach the Grade 1 variety he can get from his local dealer.

Police Help!

Chief of Police John L. Butler, of Los Angeles, distributed through his force, 1,500 invitations to attend the Kinema Theatre. The feature was the Firestone picture "Careless America." The invitations read:

**JOHN L. BUTLER, CHIEF OF POLICE
WILL EXPLAIN THE LESSON OF THE FILM**

THIS INVITATION ADMITS TWO

H. W. Dean, Firestone Branch Manager, writes us:
"We are glad to advise you the special opening showing of Careless America was a great success, Chief Butler and two Southern Pacific R. R. men gave interesting talks." 700 invitations were accepted.

March 3 to 10 Was Firestone Week

Los Angeles bookings totalled 333 showings—over 300,000 people had their attention focussed and concentrated on Firestone Advertising for sixteen minutes at a cost per capita less than that of a printed advertisement in a standard publication.

Columns of Publicity

The total lineage of publicity could not have been bought for the total cost of the showings. I can show you the records. Give me the opportunity to prove to you the advantages of the

Greatest Dealers' Help in the World

I have been talking about "Careless America" for six months. I am keeping it up BECAUSE THE PICTURE IS GOING STRONGER EVERY DAY.

A Universal Industrial Motion Picture will solve some one of your problems because they are good pictures, and Universal Circulation is Selective, Guaranteed and Proven. Send me advertising literature for plan without obligation.

UNIVERSAL FILM MANUFACTURING COMPANY

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universal Studios and Laboratories—Universal City, Cal.; Fort Lee, N. J.

Offices: 1600 Broadway

New York

This is not saying that the lumber mail-order house operates on a higher standard of ethics than the local retailer. Leave ethics entirely out of consideration. Admit that the standards of the mail-order house and the retailer in this respect are equal. Or even admit they have no standards at all. Gordon-Van Tine sends out lumber on this basis simply because it would go broke if it would send it out on any other.

No matter why it is done the user of the lumber gets the benefit. The light of publicity has been let in on grades, values and prices in the lumber business. And this is steadily working around to a place where those interested in buying lumber are getting to know more about it and to refuse to deliver themselves with blind faith into the hands of the retail lumber dealer any more than they would into the hands of the man who sells shoes, stockings or eatables.

"Gordon-Van Tine surely has taken the monkey-business out of the lumber business," said a ranch-owner in the Middle West, who buys considerable quantities of building material each year. "Lumber necessarily is bought only periodically. The average man buys a house only once in his life. He may spend a good part of his life after that in paying for the house. Thus he knows little of values in building materials and the retail lumberman is able to place his own construction on prices and quality. Since buying from Gordon-Van Tine I can't say I have much more of an expert knowledge of lumber than I had before. But I know I am getting better prices and better quality for the money because the company would not dare send me any other kind. If it did not keep its agreement with me I would shoot the stuff back. And of course it couldn't afford to have lumber sent back."

In the State where this ranchman lives the writer happens to know that there is—or at least there was, a few years ago—the

closest kind of co-operation among retail lumbermen as to the keeping up of prices. At one time it was almost impossible for a retail lumber dealer to conduct his business if he did not agree to maintain a scale of prices fixed by the lumbermen's association. This association even went so far as to put some lumbermen under bond to sell at a certain figure.

Suppose a farmer wanted to build a new house or a new barn. He would go to a local lumber yard and have the bill figured. The figures would not be given him, however, until they had been communicated to the other lumber yard in the place. Then, if the farmer went to the competing yard he would be given a figure higher than that of the first yard, or vice versa.

Prices never were advertised. Values were not ventilated. The user of lumber had no standard by which to measure the correctness of the figures and qualities offered him. Along came Gordon-Van Tine and Sears Roebuck with their clean-cut, straight-from-the-shoulder house-building propositions—they couldn't have any other kind and get away with it—and people began to learn something about lumber just as they have learned about other merchandise.

People now have better houses for less money whether they buy them from the mail-order house or from the local dealer. Also more houses are built and more improvements are made to houses already built and thus more business is created for everybody who has building material to sell.

AN INCENTIVE TO MAKE HOMES OUT OF HOUSES

The Gordon-Van Tine Company has several catalogues at the disposal of consumers. The principal one is entitled, "Gordon-Van Tine Homes." This offers for sale at net guaranteed prices the lumber and everything else necessary for building a house complete. The lumber and all other material will be sold ready cut

(Continued on page 65)

"SPLENDID CO-OPERATION"

Service Department, Baltimore Sun, City:

Dear Sir—"Through the splendid co-operation The Baltimore Sun has given me I have been able to accomplish a great deal in getting acquainted with the men to whom I have to sell and also with a great many men who have never been sold to before.

Your Service Department has gone out of its way to help me, and I believe without a doubt that The Baltimore Sun has at the head of its department as Service Manager one who stands alone as far as co-operation is concerned. This is no reflection on the Service Departments of other newspapers, but I have been given so much service, since coming to Baltimore by The Sun that I cannot help writing this letter."

Yours very truly,
Name furnished on request.

This letter was received recently from the representative of a nationally advertised product.

The Service Department OF THE Baltimore Sun

will be glad to help the agency or manufacturer who is seeking the best method of entering the Baltimore market with an article of merit. Our knowledge of local conditions will enable us to tell you whether or not the product can be profitably distributed in this territory, and to suggest the best solution of your merchandising problems in Baltimore.

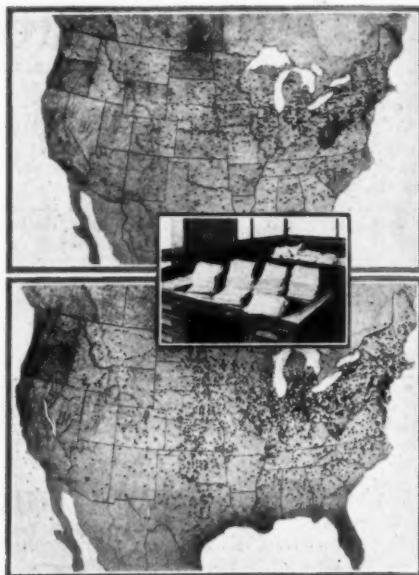
Before deciding upon your campaign write our Service Department for a survey of local conditions.

**The Baltimore Sun gained more than
a million lines of advertising in the last
two months (January and February, 1919).**

Paid }	166,695 Daily (Morning and Evening)
Circ. }	123,683 Sunday

February, 1919, Average

For example—



1. Reproduction from sales-map of the ——— Motor Car Company, showing over 8,000 interested Dealer Inquiries received after six mailings of The Service Corporation's Sales Development Campaign. (While only one pin is placed in a given locality, there were often a dozen inquiries from one city.)
2. This photograph represents one day's mail of the ——— Motor Car Company, showing inquiries received on that day as a result of Number Two Mailing. The four big stacks of inquiries were each 12 inches high, and that lot of mail totaled 780 letters.
3. Sales-map of this same client, showing over 3,000 inquiries received after the Second Mailing of their Dealer Campaign. (While only one pin is placed in a given locality, there were often a dozen inquiries from one city.)



It is only upon its past achievements that any reliable prediction of an organization's future achievements can be based. The above is a suggestion (not a standard) as to what The Service Corporation can do for automotive manufacturers to-day.

The SERVICE Automotive Sales

TROY, N.Y.

8,000 Inquiries after Six Mailings—

3,000 Inquiries after Second Mailing—

780 Inquiries in One Day's Mail—

THE story of the sales situation to be considered, the analysis made, the plan formulated and the results accomplished, in connection with some of The Service Corporation's past work for its clients, borders many times on the dramatic.

In fact, there is a mighty realistic thrill to the day's-work of every automotive executive or advertising agent who is working out right now the last act of his distribution drama in the hope of a "happy ending."

National advertising media are congested, their space limitations already far exceeded, and too few motor car, truck and tractor manufacturers know that at minimum expense they can yet accomplish bigger things than they hoped, simply by enlisting, at this juncture, the aid of The Service Corporation.

Our work is entirely apart from, yet co-ordinates with, that of the advertising agent. It extends that of the sales manager. It is based on nearly twenty years' specialization in this field exclusively. An appointment for the demonstration of this Service will not obligate you in any way, and may be a revelation to you on the subject of Distribution. Wire or write either of our offices.

CORPORATION

Development Exclusively

DETROIT, MICH.



MISSISSIPPI SHRIMP AND OYSTER BOATS

POWER BOATING

and

The Fishing Fleets of the Mississippi

Not all the fisheries in the world are in cold waters, and not all the fishermen who go down to the sea in power boats go after fish—some of them go after shrimp and oysters. The whole story of the power boats that have developed this industry on the Mississippi Sound from a matter of a few slow sail boats to a speed and efficiency in handling which rivals that of the Alaska salmon packer, reads like a romance.

Figures of the Mississippi oyster commission show that there are approximately 500 boats engaged in taking each year a "crop" of fish, oysters, shrimp, crabs, turtles and other seafoods worth in the neighborhood of \$10,000,000, in this section of the Louisiana coast of the Gulf of Mexico.

Virtually all the shrimp and oysters are packed at Biloxi, where there are 16 seafood packing plants of importance, representing an investment of probably \$7,000,000.

Let us tell you about our circulation among the boats that work.

Member Audit Bureau of Circulations and Associated Business Papers.

Published Monthly by

The Penton Publishing Company

Penton Building, Cleveland

Power Boating
The Foundry

The Marine Review
The Daily Iron Trade and Metal Market Report

The Iron Trade Review

or not, just as the purchaser prefers.

For example, the material for constructing bungalow No. 2632 will be sold for \$1,583. For this price the company furnishes all the lumber, lath, shingles, finishing lumber, doors, windows, frames, interior finish, walls, nails, building paper, tinwork, gutters, downspouts, hardware, complete painting materials, kitchen and linen cases, colonnades and even coat and hat hooks and sand paper. Lumber is also supplied for building the necessary scaffolding for the workmen. Complete plans and building directions are furnished free. The purchaser has the option of adding to the specifications, plumbing, heating and other features.

After the house is built the purchaser has the privilege of using the company's landscape gardening service. This gives him an expertly laid out plan for beautifying his premises. The necessary plants and foliage can be purchased from the company at low prices.

The real romance of home building comes in the furnishing. To give its customers help in this respect the company has a trained practical exponent of domestic art whose services are at the customer's free disposal. She helps the woman arrange a model kitchen, giving special attention to what she calls "kitchen routing." She insists that every house sold shall include a thoroughly convenient kitchen, as this is the housewife's workshop. The services are given because of the fact that it takes a certain knowledge not only of furniture but also of line and proportion to determine proper kitchen arrangement.

The company is glad to have its customers visit Davenport and buy their lumber personally. For a long time the catalogue contained an offer to pay the railroad fare of any customer who would go to Davenport and buy a house, barn or carload of lumber or millwork. The amount of the railroad fare would be deducted from the catalogue price of what-

ever the customer purchased. The offer was perfectly clean-cut and straightforward. It meant just what it said. But it recently was withdrawn because of the possibility of misconstructions. The company is bound and determined to avoid the very appearance of evil and to say nothing in the catalogue that tends even remotely to weaken its appeal for business—an appeal that is based squarely upon considerations of quality, price and service.

This offer to refund railroad fare, now withdrawn, was after all an interesting tribute to the power of the retail store. No matter how good a catalogue may be it cannot sell as effectively as can an actual stock of merchandise. This is the weak point in the mail-order man's appeal, no matter what he has to sell. It is one thing that the local retailer has an unanswerable argument in his favor that is going a long way toward offsetting any advantage his retail mail-order competitor may have—that is, of course, if the retailer rises to his opportunities and gives the right kind of merchandise, service and price.

Every mail-order house has its troubles. Naturally, it has to fight to get and keep its trade just as does any other business concern. Retailers' associations and others are naturally going to do their best to keep as much trade at home as possible.

THE HARD COMPETITION OF THIS MAIL-ORDER CONCERN

Gordon-Van Tine's fight has been harder than that of Sears Roebuck, Montgomery Ward and other big mail-order firms, because of the highly organized condition of its opponents.

One method used was an attempt to drain the company of its catalogues without any business coming in. It is charged that retail lumber dealers organized propaganda with the object of having thousands of people ask Gordon-Van Tine for catalogues and then not buy any goods. This kind of tactics has actually broken some mail-order firms. How-

ever, it is something that is looked upon with stern disapproval by some of the larger jobbing and manufacturing houses which are foremost in fighting mail-order. It is a cheap way of doing what is virtually a confession of weakness on the part of its backers. It is a practical acknowledgment that some people with lumber to sell fear the printed word and the printed figure—that they do not want people to read things about the building business.

The selling of merchandise, whether it be things to eat, things to wear, or lumber to build a house is getting to be more and more a proposition of straightforward dealing with nothing concealed.

Twenty or thirty years ago the retailer had his fight just as the consumer is having now. Manufacturers and jobbers then found out that the way to build up lasting success was to work with the retailer instead of against him. They discovered it was poor business to overload a man—to give him more goods than he could sell. They know now that the way to increase their business is to help make it possible for the retailer to sell at a profit the things he buys from them. They know the retailer's transaction is not complete and his profit not made until he sells the goods. The retailer's selling problem, therefore, is rightfully regarded by manufacturers and jobbers as being vastly more important relatively speaking, than is buying. So they give him a square deal on the buying. They have removed the mystery, the risk and the fear from buying, making buying easy. Then they help the retailer with the selling, knowing that when he sells more he buys more.

The same idea with the necessary adaptations is being worked out now in the case of the consumer. The mail-order houses started it. And the retailer's success in combating retail mail-order and in keeping his hold upon the consumer depends upon his

willingness and ability to adapt himself to this new situation.

Buying at retail must be done in the light.

Manufacturers and jobbers have done wonders in dispelling the darkness that formerly surrounded buying at wholesale. When they have completed the other part of their task—the part made clear and plain by mail-order methods—then they no longer will have cause to worry about the future of the retailer.

J. A. Richards Appointed Advertising Counsel

J. A. Richards, president of the Joseph Richards Company, Inc., New York, has been appointed advertising counsel to the Bureau of War Risk Insurance at Washington. This organization is offering to 4,000,000 soldiers and sailors permanent government life insurance at net cost; that is, without administration charges, which charges the Government itself pays.

The Joseph Richards Company has secured the accounts of the Simms Magneto Company and of The Monroe Calculating Machine Company, both of East Orange, N. J.

Southgate Advertising Manager U. S. Motor Truck Co.

Harry Southgate, formerly of the Rand Company, North Tonawanda, N. Y., has been appointed advertising manager of the United States Motor Truck Co., Cincinnati. This company has been advertising in class and general mediums.

Appointed Advertising Manager of Long-Bell Co.

Paul E. Kendall has been appointed advertising manager of the Long-Bell Lumber Company, Kansas City, Mo. Mr. Kendall was formerly with the Ferry-Hanly Advertising Company, of the same city.

Joseph Schmidt a Vice-President of Blaine-Thompson

Joseph Schmidt, for a number of years advertising director of the Mabley & Carew Company, Cincinnati, has been elected a vice-president of the Blaine-Thompson Company, also of Cincinnati.

Adds Three New Papers to List

Geo. B. David, Inc., New York, has taken over the representation of the following papers: the *Reporter*, of White Plains, N. Y.; *Herald*, of Laporte, Ind.; and *News*, of Twin Falls, Idaho.

F R E Y

The addition of Mr. W. H. Hinton to our staff of illustrators permits us to offer you the services of a young artist to whom the word "Genius" already has affixed itself. Mr. Hinton can handle any subject with ability and intelligence and can express himself in any medium. As the creator of Velvet Joe, Colonel Dixie and other nationally-known advertising characters, his work speaks for itself wherever print is known.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE SOUTH
CHICAGO

"Keynote" Advertising

The Keynote Does Not Prevent as Much Diversity as You Please

By J. M. Campbell

IN a recent issue of **PRINTERS' INK**, S. Roland Hall asks, "Has Your Copy Series a Keynote?"

Not content with asking a question which is likely to make a good many advertisers scratch their heads, Mr. Hall tries to show—and is fairly successful in the attempt—that a Copy Series should have a Keynote.

Will you allow me to express my ideas on the subject?

In the first place, let me ask a question. What is Advertising? I know the definition which the dictionaries give. That is not what I mean. Dictionary definitions merely tell what the word, Advertising, means. They do not tell what Advertising is.

To my mind, Advertising is merely one form of expression—just as speech is merely one of the many ways in which individuals express themselves. We do not, however, judge men only by what they say. Their dress, their manner, the way they laugh, their gestures—these and a hundred other things influence us.

As for remembering men—how do we do that? Is it not because some one characteristic, mannerism, peculiarity—call it what you will—sticks out? And is it not true that a "keynote" in a series of advertisements serves the same purpose—it makes the advertising *rememberable*?

To illustrate: Those of us who knew and loved the late Thomas Balmer always thought of him as a tremendously active man, who wore sidewhiskers. A few of us knew that he had a habit of twisting a ring which he wore on the little finger of his left hand. I hope I shall not be accused of levity when I say that Mr. Balmer's "keynotes"—the characteristics which differentiated him from other men—were his whiskers and his habit of twisting the ring on the little finger of his left

hand. Because of those peculiarities you could "spot" him anywhere.

Consciously or unconsciously, every advertiser strives to put a keynote in his advertising. Sometimes he does it by using a certain face of type (as did Swift & Co.), a certain kind of border (as does the Guaranty Trust Company), a distinctive sort of display (as does the Quaker Oats Company), or a unique style of illustration (as did the Pabst Brewing Company, some years ago). But what I think Mr. Hall means—and what I know I mean—by a "keynote" in advertising is the idea which runs through the entire copy series. Should there be such an idea? Should every advertisement in a series of advertisements be based on this idea?

Most assuredly.

There may be a dozen—or a hundred—reasons why a product or service is desirable, from the purchaser's point of view. But, in the nature of things, these reasons are not of equal importance. One is more vital than any of the others. At comparatively small expense, the advertiser can determine what that reason is. When he has done so, he will have taken a long step toward success.

THE "KEYNOTE" BROUGHT DOWN TO CASES

The "keynote" in advertising does not necessarily mean a "slogan" or a "phrase." More often does it mean the crystallization, in the mind of the advertiser, of a definite programme.

A soap manufacturer, for example, might figure this way: "There are 22,000,000 housekeepers in the United States. All of them aren't competent. From those who are experienced—who know best how soap should be used, I shall secure information and this information I shall pass



MCCLURE'S MAGAZINE

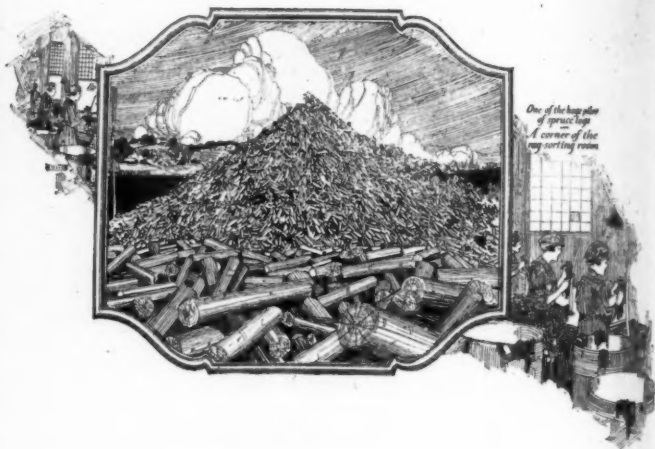
*welcomes back
to its advertising staff*

LIEUTENANT NIGEL
CHOLMELEY-JONES

who, after his fifteen months' service in France with the A. E. F., will again represent McClure's.

A. S. Moore

Business Manager



SYSTEMS B

Tree Trunks and Rags

Three hundred thousand acres of tree trunks and stored reserves of selected rags are the resources assuring uniformity from year to year in the high quality of the pulp from which Systems Bond is made.

We believe Systems is the first nationally advertised bond paper to achieve the "happy mean" of rag-content quality at a most moderate price. Specify it for your next order of letterheads—most printers have it.

Your printer can secure for you our book "The Modern Manufacture of Writing Paper" interesting and valuable to the paper buyer.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York City

Mills at Bangor and Lincoln, Maine



BOND



*"The Rag-content Loft-dried Paper
at the Reasonable Price"*

on—through my advertising—to the inexperienced." That would be his keynote.

A manufacturer of paint or white lead might say: "What is my biggest problem? House-owners as a rule will not tell the painter to use my brand. How shall I induce the painter to use it?" There is only one way—to act as spokesman for painters, as a whole. Some day, some manufacturer of paint or white lead will realize that fact. He will not say very much, in his advertising, about his paint or his white lead. He will say a great deal about the importance of painting—why it adds to the value of property, why good paint or good white lead is cheapest in the long run, how often one should paint and at what time of year. In other words, he will tell, in his advertising, what painters would tell prospective users of paint, if they met them, face to face.

You see, this "keynote" idea takes various forms. The advertisements in the series may be as different as the advertiser pleases. Each may be—and should be—a self-contained unit, complete in itself. But each should be the expression of an idea—a "key-note," if you like that word better.

Why the Advertisers Didn't Get Excited

HARRY KITZINGER & Co.
New York, March 11, 1919.

Editor of PRINTERS' INK:

I believe that Mr. Matthies, of the Bannon Store, has opened up a subject worthy of discussion, but I do not think that the letter under date of February 27 from Theodore Seidemann has accurately analyzed the cause for the failure of the Bannon plan.

Personally, I do not believe that any amount of punch in a letter would have secured the desired results in regard to the "National Advertising Week" contemplated by the Bannon Store. It is a well-known fact that the very best department stores in the United States are absolutely opposed to "Nationally Advertised Lines." Only a direct demand of tremendous proportions could force some of these merchants to put in a "Nationally Advertised Line," and in some cases the lines would not be placed in spite of the demand. The natural result is that a manufacturer who "nationally advertises" his product

has to be exceedingly careful in placing his big city agencies owing to the effect that it has on the small merchants throughout the country, who after all, are what we might call his bread and butter.

Without casting any reflections on the integrity of the Bannon Store, I might suggest that the manufacturers to whom they appealed were probably of the opinion that this is not the store in which they would want representation in St. Paul and this would account for the lack of response from them.

Granting that the advertiser does take part in the display, the natural assumption would be that the Bannon Store has the representation for the particular line in St. Paul. The manufacturer would therefore have St. Paul and probably Minneapolis, too, closed to him if the Bannon Store did not see fit to give him a sufficient volume of business to justify the placing of his agency in their store.

From what little experience I have had with "Nationally Advertised Lines" I would say, taking New York City, for example, if B. Altman & Co. or Lord & Taylor or any of the stores of their calibre, were to suggest to the manufacturers a "National Advertising Week," they would get at least 90 per cent acceptances from those manufacturers who have no representation in New York to-day. There are branded lines being sold in New York City department stores, lines that spend a great deal of money each year in national campaigns and yet, we hardly ever, if ever, see the lines featured by the local store. I particularly refer to garment lines.

The national advertiser must tie up the line with local merchants who will bring as much in prestige to the trademark as the trade-mark brings to the store. In this connection it would be interesting if Mr. Matthies would ask the various manufacturers as to their reasons for declining the invitation to take part in his "National Advertising Week." Their replies might shed a great deal of light on the subject.

SAMUEL LESSER.

Weaver Leaves Holeproof Hosiery Co.

H. V. Weaver, for the last six years advertising manager of the Holeproof Hosiery Company and Luxite Textiles, Inc., Milwaukee, has resigned and is now vice-president of the Oregon Vulcanizing Company of Portland.

His successor is I. J. Oswald, formerly of the advertising department of the B. Kuppenheimer & Co., Chicago.

Now With "Associated Advertising"

H. C. Daych, for the last year business manager of the Chemical Engineer, has been appointed Eastern representative for Associated Advertising, with offices in New York.

How can you reach that Far Distant Farm?



*Virgin Soil for
Store-Sale Advertisers*

The farm family field, commanded only through COMFORT, is virgin soil for you. It is in better shape right now than ever before, due to several years of exceptional prosperity in the past—and government-guaranteed prosperity for the future.

Never was there such a favorable time to break into it, as now—before COMFORT'S large-space rates go up.

Just at present you can cover this farm family field at a lower price per subscriber per line than through any other publication in the world.

You can reap the **richest** field at the **lowest** rate only by acting before May 10.

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE

WALTER R. JENKINS, Jr., Representative
New York Office: 1620 Astor Hall

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

35 advertisers o in April Va

The Facts

IN the April issue of **VANITY FAIR** *Thirty-five Men's Wear* advertisers will use a total of 14,216 agate lines—the largest volume of Men's Wear advertising ever carried in one issue of any consumer publication.

TWENTY-NINE of these are Manufacturers.

FOURTEEN of the twenty-nine are using *only* **VANITY FAIR** in the consumer field.

ELEVEN of them started their Consumer advertising in **VANITY FAIR**.

The Reasons

BECAUSE **VANITY FAIR'S** pages provide the proper background for Men's Wear advertising.

BECAUSE its department For the Well Dressed Man puts editorial support and sales-stimulus back of this advertising.

BECAUSE the readers of **VANITY FAIR** buy more clothes per person than any other class of men.

BECAUSE **VANITY FAIR'S** aggressive pioneering in the trade field places this advertising before 12,000 of the best Dealers in the country.

BECAUSE **VANITY FAIR** is the first and only publication in the world to furnish every element necessary to a 100% perfect Men's Wear Medium.

H. M. LOVE
Advertising Manager

VANIT

Men's Wear Vanity Fair

Rogers Peet Co.
 Cluett, Peabody Co.
 B. Altman & Co.
 Knox Hat Co.
 Stein-Bloch Co.
 Earl & Wilson
 James R. Keiser, Inc.
 Brooks Brothers
 Krementz & Co.
 Finchley
 E. Rosenfeld & Co.
 L. Adler Bros. & Co.
 Hickey-Freeman Co.
 United Shirt & Collar Co.
 Hickok Mfg. Co.
 Geo. P. Ide & Co.
 Van Zandt Jacobs Co.
 Varsity Underwear
 Townsend Grace Co.
 United States Rubber Co.
 O. C. Hansen Mfg. Co.
 Daniel Hayes Co.
 H. H. Cooper & Co.
 R. E. Bradford & Co.
 Wick Narrow Fabric Co.
 Thos. P. Taylor & Co.
 Louis Holts & Sons, Inc.
 The Chas. Alshuler Mfg. Co.
 Ed. McConnell
 Rosenwald & Weil
 Philip Weinberg & Sons
 Croydon, Ltd.
 Empire Silk Co.
 Swansdown Knitting Co.
 Wm. Barker & Co.

Furnishings
Collars
Clothes
Hats
Clothes
Collars
Cravats
Clothes
Jewelry
Clothes
Pajamas
Clothes
Clothes
Collars
Belt Buckles
Collars
Collars
Underwear
Straw Hats
Coats
Gloves
Gloves
Clothes
Gloves
Hat Bands
Garters
Clothes
Shirts
Shirtings
Clothes
Golf Coats
Clothes
Shirtings
Sweaters
Collars

FAIR

19 WEST 44th STREET
New York

No publication is indispensable but the value of certain publications is beyond dispute.

LIFE, for instance, has a peculiar value which cannot be duplicated in any publication extant.

It is an individual institutional advertising power having a remarkable reader interest—the essence of advertising power and value.

LIFE is alive.

Are you? (Rising inflection)

Geo. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Advertising by the Government Should Continue

The Creation of a Cabinet Position for Advertising Would Mean Keeping
the Public Informed on Vital Matters—A Democracy
of Intelligence Is Essential

By William T. Mullally

"NO, sir. I am not a bit interested in buying stocks and bonds. Once bitten, twice shy. In the last Liberty Loan campaign I fell for an advertisement in one of the newspapers telling everyone to buy bonds and help win the war. We were told that a United States Government bond was the best investment in the world, and that aside from any patriotic feeling we should jump at a chance to get one paying over 4 per cent interest.

"A few days ago I needed some ready cash and a fellow from the city who was passing through our town asked me why I didn't sell my Liberty bonds or borrow some money on them. He said he would loan me \$70 for every \$100 bond I had or if I wanted to sell them he would give me \$85 for each. If I borrowed money from him he was to hold the bonds 'as security,' but I was too smart for him and made him give me \$85 for each.

"That meant I lost \$15 on every bond, but I am glad I sold them as he told me they were going down all the time and he himself expected to get stung on mine as they were selling at \$85 when he left Cleveland and would probably be lower when he got back.

"And they call that a good investment! I don't know much about politics, but the people in Washington who put that thing across won't get my vote again. I never did understand that investment stuff and had enough horse-sense to keep away from it until some smooth-tongued guy visited here and told us what we ought to do and showed us some large advertisements in the papers all about buying Liberty Bonds 'for investment.'

"No, sir. I'm through with 'investments' for good and all."

This represents a grievance which a farmer in the outlying districts of Ohio is convinced he has against the Government, as told to a salesman for a reputable investment house. The salesman had been given to understand by his home office that the farmer was a "live lead" as a bond buyer, but his delusions were quickly set at rest.

The question which naturally arises is: How many more of these misguided investors are there in the country? Do not let us overlook the fact that 30,000,000 people bought Liberty Bonds and in all probability a great many of them have been similarly "stung."

DISTRUST THAT IS FOSTERED BY IGNORANCE

Among the intelligent element in the great metropolitan centres of the country it is difficult to understand how people can be misled in such a brazen manner and yet even in our large cities similar instances can be recorded among the cosmopolitan crowds.

Ignorance is the basis of it all and it is a lamentable state of affairs when the public mind can be so easily poisoned. Ignorance breeds suspicion and suspicion leads at once to criticism. Surely a means can be found to combat obstinate criticism based entirely on ignorance.

Why doesn't the Government advertise the true facts? It is known that advertising promoted the success of Liberty Loans and was largely responsible for their wide distribution. Is it not, therefore, logical that advertising should be again resorted to by the

Government as a means of educating the people who bought bonds regarding the proper channels through which to dispose of them if such a course is necessary?

There is scarcely a country in the civilized world to-day that is immune from the cloud of Bolshevism. In some the cloud has burst in fury over the capitals themselves, deluging the country with its vicious propaganda.

Can we afford to sit still and await a peril of this description or should developments abroad spur us to action? We can combat Bolshevism better than any other nation because we are the greatest advertising country in the world. We can advertise the truth. The Government can educate the masses and kill the germ of suspicion by advertising. Surely this is of paramount importance.

A new Cabinet position should be created and an advertising man with a vision should be placed therein with facilities to combat evil propaganda with forceful advertisements over the signature of the Government of the United States, educating the people along the right lines.

Let the Government come out and tell the people in outlying districts what their Liberty Bonds are worth.

Let the Government explain what the people's aid has meant to the war.

Let the Government explain the moderate depreciation in its securities (making comparisons possibly with those of other countries).

Let the Government go into the remote districts which were energetically tapped when the people's funds were needed, and explain what has been done with them. They have the right to know. We did not hesitate to approach them through the advertising columns of our press when we needed their help. Then why hesitate when there is so much to be said by way of explanation and when antagonistic forces are hard at work?

As things stand now the unscrupulous swindler has a free hand in the outlying towns and a growing audience which is not difficult to convince. Their ignorance is mercilessly played upon. Fortified, however, with a little elementary knowledge, gleaned from official announcements by the Government in their papers they would not be such easy prey.

Public money is used without stint for the erection of schools to educate our children and their education is, of course, compulsory. Is it not of equal importance that the fathers and mothers should be taught the principles of democratic government?

NO TIME NOW FOR INACTION

Now is the psychological moment to speak to the people about their bonds through the medium of the press. The more educated are going to bankers and brokers for advice relative to holding their Government securities. Men with private interests to serve will exercise their influence on these people.

Who is there to-day to contradict a partisan stand taken by such "advisers?" We are living in an age when the fullest publicity must be shed on all Government affairs, *especially when these affairs concern and affect the holders of depreciated Government bonds.*

It is not necessary to emphasize the power of Government advertising. It floated our Liberty Bonds. It placed them in the hands of millions of investors. The Government told its story in a powerful way and it brought immediate results.

Advertising for evil was widely used by the German authorities and was no doubt largely instrumental in maintaining for so long in that country a spirit of defiance to the civilized world. Not even German efforts, however, could withstand Allied advertising and publicity based on the fundamental principles of right.

The responsibilities of our Government now are manifold. Public opinion will decide our future



Co-ordination—Co-operation

To make general advertising most effective and resultful, retail merchandising must co-ordinate with it.

Every help to that end puts added power behind the advertising.

Here is a newspaper which is doing big things along that line.

THE NEW ORLEANS ITEM

The City's Great Afternoon and Sunday Newspaper

THE ITEM is first of all a newspaper of complete and up-to-the-minute service. Its clean-cut, unselfish, and community serving editorial policies have brought it the confidence and regard of the best people of its great city.

These things have helped to make it an advertising medium of extraordinary value, both to local merchants and to general or national advertisers.

It excludes the offensive and unworthy from its advertising columns.

The unique publication, MERCHANDISING AND ADVERTISING, which its Advertising Department regularly circulates among the merchants and other business men of New Orleans, is a tie-up of surprising resultfulness to all concerned.

A look at MERCHANDISING AND ADVERTISING may give you the key to the ITEM'S remarkable popularity.

Would you like to see a copy?

THE ITEM PUBLISHING COMPANY, Ltd. NEW ORLEANS, LA.

JAMES M. THOMSON, *Publisher*

ARTHUR G. NEWMYER, *Business Manager*



THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis

*The Associated Advertising
Clubs of the World will
hold its 1919 Convention
in New Orleans.*

SAXON M.F.

To Be Prosperous Look Prosperous

DURING the war there may have been a certain moral value in wearing antiquated clothing and in dressing your printed salesmen in garments of obviously inexpensive material. That period is past. Your printed representatives, as well as your living salesmen, must look prosperous if you expect them to bring in business that really means prosperity.

SAXON M. F. dresses the printed messenger in the apparel of good taste. It is pleasing in appearance, thoroughly businesslike, dignified and splendidly adapted to the requirements of good business printing.

Samples and prices for the asking.

THE WHITAKER PAPER CO.

CINCINNATI, OHIO

BOSTON BALTIMORE DETROIT

BIRMINGHAM RICHMOND

CHICAGO NEW YORK ATLANTA

DENVER, COL.

Peters Paper Co., Division



and justice in public opinion is essential in the interests of all. We can only mould public opinion along these lines by the fullest publicity wherein lies the very basis of our constitution and democracy.

Not until the lawmakers have learned to go directly to the people with a straight, clear story will we have an ideal democracy. Such a result can be accomplished only through newspaper advertising.

The cost per thousand people in a paid advertisement would probably average less than 50 cents and when this fact is considered it is indeed puzzling that our Government does not make the fullest use of it.

Every big business man realizes the force of advertising. In many cases his success is wholly dependent upon it. The growing importance of advertising is appreciated by the vast majority as evidenced by the gigantic strides made.

What better illustration of this could be furnished than the knowledge that to-day it is impossible to obtain advertising space in popular magazines unless for months ahead? In some of the largest space is taken right up to the fall of this year while in certain important daily publications paragraphs can be seen to the effect that so many columns of advertising have been left out through lack of space.

In a boom period such as this when the contents of our press is eagerly devoured by a suspicious public, one of the great necessities of the hour is a Government willing to turn the searchlight of publicity on its actions and tell the people what they want to know.

Confidence in our Government will replace skepticism if unconcealed efforts are apparent to keep the public informed. Let the Administration have a portfolio of advertising in the Cabinet, one which can be utilized by every department of the Government to the best possible advantage.

Let this be undertaken now with the deliberate intention of

making the American system of government the ideal system of the world.

Let us have a democracy of intelligence versus capital, labor and Bolshevism!

Burnham McLeary Joins "Printers' Ink"

Burnham McLeary, formerly with *The World's Work*, has joined the editorial staff of PRINTERS' INK.

During the past five years Mr. McLeary has written story-advertisements for many of the leading national advertisers.

Since August Mr. McLeary has been connected with the War Industries Board as a member of the Central Bureau of Planning and Statistics. His work with this organization has been the preparation of executive reports upon the War Trade Board, and in company with others of the Central Bureau staff the development of progress reports upon the special agencies of the Government for the attention of the President.

Interlocking Tiles Advertised in Full Pages

The Fraser Brick Company of Dallas, Texas, is taking full pages in Dallas newspapers to advertise its Fraserclay Interlocking Tile. Proofs of the advertisements are being mailed to dealers, so that they may list their names in the advertisements.

Wright Succeeds Ames as Business Manager of "Motor"

Charles D. Ames has resigned as business manager of *Motor* and is succeeded by E. C. Wright in that position. Mr. Ames has not decided upon his future plans.

Smith, Denne & Moore Advertising "Old Squire" Tobacco

Smith, Denne & Moore, Limited, Toronto, are placing copy for "Old Squire" tobacco, a new brand manufactured by Tuckett, Limited, Hamilton, Ont.

London Manager of "Manchester Guardian" in U. S.

J. J. O'Neill, London manager of the Manchester, England, *Guardian*, is in this country to arrange for business representation for the *Guardian*.

A Director of "John Martin's Book"

Arthur M. Morse has been elected an officer and director of John Martin's House, Inc., New York, publisher of *John Martin's Book*.

Chiropractics Use Advertising in Self Defense

**Indiana Campaign Was Started to
Head off Unfavorable Legislation
—Purpose Was Accomplished and
New Adherents Were Won—
Stronger Now to Combat Possi-
ble Future Legislation**

THE legislature of 1917 in Indiana had before it a codification of the medical laws of the State. This codification provided in a definite way for bringing every form of healing under the control of the State Board of Medical Registration and Examination. To the chiropractors this meant, as they saw it, an endless series of prosecutions on charge of "practicing medicine" with the law clearly against them under the broad definition of the proposed codification. They fought it, tooth and nail, and won. The codification bill failed of passage mainly because of the vigorous advertising campaign that was instituted.

The chiropractors emerged from that fight firm believers not only in the power of advertising, but equally convinced that they had to have it, for they found that the thing that had most weight with legislators was word from home to leave chiropractic alone. In other words, their only protection came from the people. If the people knew chiropractic and wanted it, then the legislature would protect and defend it, and would permit no assault intended to restrict or prevent the legitimate activity of chiropractors.

So, after the session of 1917, the members of the Indiana Chiropractors' Association got together and bought a series of "Chiropractic Talks," and thereafter once a week, in one column, running the full length of the page, this advertising has appeared.

A definition of chiropractic is, "the science of adjusting the joints of the backbone to remove nerve pressure." The chiropractor further holds that this nerve

pressure is the cause of disease, inasmuch as the pressure interferes with the transmission of a full degree of nervous power. Without 100 per cent nerve power the stomach, the liver, or whatever organ is affected, is weakened and disease follows.

The "Talks" carried this thought over and over, applying it each time to a specific disease. Each talk is now signed by the chiropractors subscribing to the payment of the advertising bills. Originally the advertising ran without a signature.

According to those in charge of the campaign, the best evidence of its value is that the contract with the newspapers is subject to renewal every six months, and is now in the last half of the second year of its life. Originally Indianapolis, which has been headquarters for the campaign, though outside chiropractors helped share the expense, had but nine chiropractors. Now there are twenty-four, with room for more. The effect of the advertising has been to create new adherents and to give it standing.

Meantime the legislature of 1919 has adjourned, and though some threatening legislation was introduced, it lacked votes to bring it to life.

Illinois Manufacturers Discuss War Contracts

Max W. Babb, vice-president of the Allis-Chalmers Manufacturing Company, Milwaukee, declared in an address before the Illinois Manufacturers' Association in Chicago last week, that federal provisions for making up losses to manufacturers through the cancellation of war contracts would have no material effect upon prices. Major J. Lee Nicholson, president of the J. Lee Nicholson Company, made an address suggesting that manufacturers should not have to lose money spent for machinery, buildings and equipment purchased during the term of contract on which the market price has decreased since the signing of the contract.

Mail-Order and Newspaper Campaign

The Brandt Advertising Company, Chicago, is executing a combined mail-order and newspaper campaign for the Commonwealth Grocery Co., Chicago.



Foldwell
for
Envelope Enclosures

Your enclosures—have you ever really considered the wear and tear they go through as sales helps?

Probably you think of them as going into your envelopes and later being read. Now let us suppose Mr. Prospect gets the enclosure and is favorably impressed—what does he do? Lays it aside for closer attention. In the first reading it is opened and closed several times—and in the second a number of times more. Then, there is more wear in the process of answering—getting the inquiry off.

You want your enclosures to go through this without a break or tear, not even at the fold. To insure such a result specify Foldwell.

Foldwell does not crack, tear or break in the mails—folds with and against the grain without cracking.

Write Today

Our new book, "Putting the Sales Story Across," tells the Foldwell story in detail. Let us show you how others are profitably using Foldwell in their Direct Advertising.

Chicago Paper Co.
825 S. Wells Street
Chicago Illinois

Traub Embossed Letter-Heads

STAMPED FROM STEEL



Your Business Card

is just as important as your business stationery—it is *your* representative.

Many of the nationally known concerns who use Traub Embossed Letterheads have also standardized on Traub Embossed Business Cards.

The same "Stamped-from-Steel" process which produces dignified embossed stationery at a cost of only one tenth to three tenths of a cent more per letter than ordinary cheap letterheads, is relatively just as economical on your business cards.

An interesting Portfolio of Samples will be sent to you upon request.

The Traub Engraving Company

EMBOSSSED STATIONERY STAMPED FROM STEEL

864-878 WOODWARD AVENUE

DETROIT

What the War Has Contributed to Business

Foremost Is the Business Training of Millions of Men

By Herbert F. de Bower

Vice-President, Alexander Hamilton Institute

(Reprinted from "Business Progress," the house-organ of the Alexander Hamilton Institute.)

THE business world has plumed itself on the contributions of business to the conduct of the war in which we have lately been engaged. Nor has it been slow to recognize the fact that the war has made contributions to business.

If I were asked what I consider the foremost and most lasting contribution which the war had made to American business, I should say between four and five million men trained for the business of life.

To take men out of the jobs they were holding and put them under military discipline may seem to some an unusual idea of training men for business life. But it is to be remembered that apart from the question of the kind of training, it is in most cases a question of specific training against no training at all. Most men are not trained for life. They are simply chucked into it. If they are intelligent they learn something through contact with others, but many of them are only knocked about. Some perceive that this is likely to be their fate and save themselves from it by giving themselves self-training.

War indeed took these millions of men out of their jobs, but it is by no means right to assume that they were trained for their jobs, or for any job. Now it is fundamental that real training, no matter what it may be, fits a man, in some degree, for any work, no matter what it may be. And

therefore I say that those who have learned to study and concentrate in the prosecution of a serious purpose and a righteous cause during their military training will be better equipped to master the problems of business and civil life.

The army proved a gymnasium in which, through rigid discipline and exercise, the narrow-chested, anæmic bookkeeper developed into a robust, physically fit man. It has always been recognized that physical fitness is a necessary qualification for the strenuous work of war, but it has not been so fully recognized that the same physical fitness is a big and vital asset in the strenuous game of business life. The men from army and navy service, as they become assimilated into the business world again, are going to demonstrate that fact. Men have learned what it means to breathe properly and have air fit to breathe, to take care of teeth and digestion, to keep feet trim for action, and the joy of sound health, physical strength and vitality now mean so much that they will not soon revert to their old habits. We shall have many advocates of physical training, and perhaps many for compulsory military training. We are going to have a much higher percentage of men who approach the physically perfect. It will not only be a question of how much do you know, but also a question of how near are you to a "20-20" man and how much you can stand without breaking down under the strain.

Not only have men learned much in connection with their physical well-being by having been in the war, but they have also learned mentally. We have just passed through a period of inten-

NOTE.—Captain de Bower in 1917 was requested by the Government to participate in the organization of the American Aircraft Service in France. In January 1919, he returned from France and has resumed his active work with the Institute.

sive study and education. Men who knew nothing about war have found that with intensive study and training they could, in a few short months, learn the game so that they were fairly proficient and could give a good account of themselves. They are now considering this other serious question: if it was necessary and if I could learn so much in a short time about war, why isn't it equally necessary and why shouldn't I immediately apply myself to the study of business? If a study of war would quickly put me in the officers' class, why should not the same study put me in the officers' class in peaceful pursuits?

The result of all this is going to be that the one-time idler will become the industrious worker, the one-time thoughtless man will become the thoughtful man, the one-time routine man will become the executive. The hard knocks of military life have given men a new angle of thought. What they once looked upon as drudgery now appears a soft-snap. There is no work so hard in civil life, no hours so long that can compare with the hardships that they have endured. It must inevitably lead to more contentment and happiness with their lot.

On the whole, the men who enlisted in the service, and particularly those who have seen service abroad, will prove a tremendously stimulative influence in the business world. They will, moreover, help to counteract the restlessness that is bound to arise in the ranks of the workers who during wartime enjoyed the benefits of excessively high wages and who are now faced with reductions. Every opportunity should be extended by the business interests to make room for them. Their old jobs should be held open and they should at least be given the opportunity to demonstrate their ability to fill those jobs again in a satisfactory way.

During the war, we heard a great deal of that intangible element, "morale," and many used the word glibly who had little notion of what it meant. I wonder

if it is not identical with what Dean Johnson in "Business and the Man" calls "vision" plus courage. Surely during this great struggle the "vision" of our people has been uplifted as never before in our generation. It has gone out to broader things; it has been backed by a higher purpose, a more resolute determination. The men of the army and navy are not given to expressing themselves in heroics. They leave that for the civilian spellbinder. Yet none the less, they cannot do their duty as they did it without building up character, which with all its higher aspects, must also be counted as an important element in business success.

When we talked of man-power during the war we counted and did not weigh. But if we are estimating the fitness of a nation for a place in the world's trade and industry, we must weigh as well as count. Weigh these men who are returning to us and from every point of view you will find them a real addition to our productive force. Any temporary disarrangement which may occur as these men find their way back into civil life is not now under consideration. I am looking to the time when they shall have found their places, and through the increased power that they will give to our economic life I look for progress more rapid than we have known before.

R. E. Smith in the Agency Field

Russell E. Smith, formerly on the telegraph desk of the Cincinnati *Enquirer*, has joined the Blaine-Thompson Company, Cincinnati, as copy writer. Mr. Smith was formerly associated with New York theatrical and moving-picture enterprises as press representative. He also was connected with several advertising agencies in New York.

Advertising Affiliation to Meet in Buffalo

Members of the Advertising Affiliation comprising advertising clubs of Cleveland, Detroit, Buffalo and Rochester will meet in Buffalo March 28 and 29. Window display technique, advertising copy and patriotic advertising are among the subjects to be discussed.

FIRST MAGAZINE MEMBER
AUDIT BUREAU OF CIRCULATIONS

One Million Net Paid Circulation
Every Month

LEADERSHIP

WOMAN'S WORLD

Four
Mores
and a
Conclusion

IN THE
MAY ISSUE

More distinctive Editorial features than in any other issue in 20 years—

More Color Advertising than in any other issue in 20 years—

More Advertising than in any other May issue in 20 years—

More Advertising than in any other issue in 7 years—

With more money—and more prosperity in the small town and country field than ever before—we suggest that you give Woman's World—The Magazine of the Country—still more consideration—There is more business to be had in the small-town field than in South America.

F. L. E. GAUSS

Advertising Director
WOMAN'S WORLD

SCIENTIFIC SELLING AND ADVERTISING

By

Arthur Dunn

of Arthur Dunn & Co., New York City, Business Counsellor, Lawyer. Formerly:—Vice-Pres. United Cereal Mills, Ltd., Pres. Fruited Cereal Co., Director Peoples Bank of Scranton, Director Anthracite Trust Co., Director New River Banking & Trust Co., Pres. Fidelity Mortgage & Securities Co., Vice-Pres.-Treas. Cranberry Fuel Co., Director New River Company, Director Black Diamond Silk Co., Director New River Fuel Co., Chairman Citizens Committee of Fifty of Scranton, Pa., etc., etc.

Dear Mr. Busy Man:—

Money could not buy these letters, mostly from men I have never met. I am deeply grateful for them. No intelligent man can read such letters without believing that \$2.50 invested in my book will yield large returns. A new sales or advertising idea often earns thousands of dollars.

This book will be of value to you for several reasons.

First:—There is not a word of theory in it. I began as a young lawyer "selling" evidence to juries. I have sold playgrounds for children, municipal reform, water, electric light, bank deposits, groceries, general merchandise, food specialties, stocks, bonds, real estate and my own services. I have educated and drilled thousands of salesmen, clerks, canvassers and demonstrators. I have always used the same identical system as described in my book.

Second:—It costs from \$100 to \$200 to hire and fire a salesman. My book will absolutely reduce this cost.

Third:—It will assist you in working out sales and advertising campaigns, and if they are not pulling, it will help you locate the reason.

Fourth:—This book is short, concise, condensed—It is not the usual long drawn out affair telling how the other fellow did it. It really teaches you, your sales and advertising force how to do it better.

I am not guessing about this: I KNOW it. If you don't agree with me I don't want your money. Therefore I prefer to send the book on approval and have provided a coupon for your convenience. After reading it, like many others you will want copies for every member of your sales and advertising organization.

Very sincerely yours,

Arthur Dunn

P.S. The book has a couple of chapters on the fundamental principles of Business Economics which EVERYONE just now should understand very clearly, to counteract the false teachings of Bolshevism.

POSTER ADVERTISING COMPANY

We cannot imagine any concern employing salesmen, whose executives have had the privilege of reading and studying your book "Scientific Selling and Advertising", not immediately installing it as a text book for every salesman in the institution from the President down. That's the way we feel about it, and we are ordering a supply for our salesmen from your publisher today.

We congratulate you as the Author of this great book and we thank you for it.

Yours very truly,

A. M. Briggs, Vice-Pres.

WM. H. RANKIN COMPANY:

*** Your book should be read by every salesman and every advertising man.
** I can see that you have written this book out of your long and varied experience and out of an intimate knowledge of the subject about which you write. I most heartily recommend it.*

(Signed) Wm. H. Rankin, President.

LORD & THOMAS

*** It reveals a great deal which one must either learn from others or learn from costly experience. Very few men who have learned so much in such tedious ways would be willing to reveal it.*

(Signed) Claude C. Hopkins, Vice-President.

CARNATION MILK PRODUCTS COMPANY

***I now feel that it would be futile for me to make a further effort to convey in words to others what I have learned about selling goods for the reason that you have succeeded admirably in telling in a comprehensive, convincing manner what I have learned from experience.*

(Signed) C. F. Healy, Eastern Manager Sales.

SWIFT & COMPANY (Advertising Manager)

*** The fundamentals of selling are covered in a very complete and scientific manner.*

(Signed) Arthur D. White.

D'ARCY ADVERTISING COMPANY (President)

*** If you could be with the prospect, or before an audience of salesmen to give them the inside of your years of work and help them in five minutes to follow what these pages will reveal, then this would literally be their Bible.*

(Signed) W. C. D'Arcy.

DIAMOND MATCH COMPANY (Vice President)

***When ready for distribution please send me seven copies with a bill for same, and I will take pleasure in placing one of these books at each of our selling branches with instructions to our managers to try and interest our salesmen in buying and reading this book.*

(Signed) T. J. Reynolds.

*LATER.—**Forward four copies of your book "Scientific Selling and Advertising" to the Diamond Match Company, St. Louis. **Forward to the Diamond Match Company, Boston, Mass., nine copies of your book "Scientific Selling and Advertising."****

MOORMAN MANUFACTURING COMPANY

*** The twelve copies ** received and distributed ** unable at this time to give you the number of books we will require.*

LETTS FLETCHER COMPANY

*** Today is the first opportunity the writer has had to look it over and we are so impressed with the value of it that we wish you would please send us 20 copies. ** We will remit promptly.***

Arthur
Dunn

1201 Times Building

New York

Tel.: 5368 Bryant

Send me (in advance of publication) copy of "Scientific Selling and Advertising." After one week I will return the book or send you \$2.50.

Name.....

Address.....

City..... State.....

(What is of such value to others will be of value to you.)



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



Advertising a Strong Factor in Campaign to Revive Building

What Is Being Done to Convince the Public That Prices Will Not Tumble

By S. C. Lambert

BUILDING is undoubtedly a pivotal industry and no big new market for the many articles which go into a building can be created until building itself starts.

In the opinion of leaders in the building industry, one of the most important obstacles to be overcome in starting an immediate resumption of building activities is the mental attitude of the prospective builder. It is felt that advertising can be of assistance in changing this mental attitude. The Department of Labor is using advertising in its "Build Now" campaign, already described in *PRINTERS' INK*. In order to bring up-to-date the progress which has already been made, several "key men" in the building field were interviewed by a representative of *PRINTERS' INK*. Among these men are the presidents of two large construction companies, and the president of a national association interested in building.

It was the general sentiment of these men that to broaden the markets for almost every manufactured article, to start the wheels of industry turning, to take up the slack in employment, institutions and individuals should co-operate with the United States Department of Labor in its campaign to "build now."

What the public needs, however, is not so much a slogan as the facts properly presented in a broad educational campaign by all interests which will be helped by an immediate resumption of building activities.

Many institutions and individuals are now holding off from building because of a feeling that somehow prices of material and labor are coming down to a much lower level in the near future. Too many people are adopting the

wait and see attitude. The best available facts, according to the men interviewed, do not indicate that any sudden drop in prices can be anticipated, although it was conceded that isolated drops in prices might occur.

The indications are that wages and prices are going to stay up all over the world. The general state of credit expansion all over the world will sustain, and naturally cause a higher level of prices than prevailed before the war, and there will not soon be the same pressure to lower wages and prices in this country that there would be if the level were falling in other countries. The man who lays the bricks and sets the mortar is entitled to his legitimate share in the profits of building and a drive to lower wages at this time would be unfortunate. A Micawber attitude toward new building is scarcely one that pays. A new building for a store, a hotel, or a bank results in greatly increased trade and the man who builds now is going to get the advantage of this new business, while his competitor who waits to build will scarcely save enough by waiting, to pay him for lost business in the meantime. A bank in the Middle West increased its business 300 per cent in the five years after moving into its own building. No less an authority than Prof. Irving Fisher of Yale has this to say on the subject of prices:

"We are on a permanently higher price level, and the sooner the business men of the country take this view and adjust themselves to it, the sooner will they save themselves and the nation from the misfortune which will come if we persist in our present false hopes." After setting out the circumstances and developments

on which this conclusion is based, Prof. Fisher concludes his study of the situation with this: "To talk reverently of 1913-14 prices is to speak a dead language to-day. The buyers of the country have made an unexampled attack upon prices since the armistice by their waiting attitude, and yet price recessions have been insignificant. The reason is that we are on a new price level which will be found a stubborn reality. Business men are going to find out that the clever man is not the man who waits but the one who finds out the new price facts and acts accordingly."

It is also to be remembered that the bulk of building in this country has always been done when times are prosperous and prices high. A state of mind where every individual is waiting for someone else to start merely needs constructive leadership. As Judge Gary said in a recent interview: "What we want is simply to get to work, and not talk about unemployment. Let us do something to help solve it."

TWO USES OF ADVERTISING IN THIS CAMPAIGN

The open diplomacy of practical demonstration in the form of a new building will do more good than any amount of conversation and resolutions. In moving the mind of Americans toward action it would seem that advertising could be of great value now in two ways for quick action.

1. Local advertising men in each community could urge bankers who have just completed, or have plans for a new building, to advertise the fact to the community by paid space in newspapers, with a line drawing of the new bank and appropriate advertising copy, urging others to do likewise. Letters might be sent to investors, to other banks, folders to depositors, and prospective depositors. Example leads to action, the banker is a good man to set the example.

In almost every community the bank reflects the prosperity and progressiveness, or lack of it, in

the locality. The banker is looked to for guidance not only in investments but often is expected to take the initiative in civic improvements. The banker's precedent will encourage others to build. The banker also to-day has in his vaults the wherewithal to construct a new building. A recent statement has estimated the amount of cash in the banks at sixteen billions of dollars.

2. Advertising managers of companies interested in new building can suggest to their boards of directors the advisability of advertising the idea of building—and building now.

The response to the appeal of the Labor Department by the American Radiator Company is a good example.

The following letter was mailed on March 1 to a list of architects together with a copy of a full page advertisement, announcing that a 25 per cent reduction to help start building had been made by the company on January 1, and suggesting methods of economy in building.

AMERICAN RADIATOR COMPANY
CHICAGO, U. S. A., Mar. 3, 1919.

Dear Mr. Architect:—
"How to Bring about BUILDING RESUMPTION?"

This is the most important question confronting the business world, to relieve the unemployment trend and the embarrassments which follow in its wake.

An era of speculative building is not desired—this or any other year.

What is needed very much at this moment is the broad publication of the simple truth about building conditions—a full knowledge of market fundamentals based on the new living costs. These are the facts folks should be told in order to start the erection of a fair volume of needed building.

If other building material manufacturers and contractors are urged to put into their advertisements thoughts similar to the enclosed announcement, we believe it will in due time bring a goodly wave of building in residential, school, church and institutional properties. Resumption of building in these non-rent producing buildings would in turn accelerate the erection of rent-producing properties like office-buildings, stores, factories and apartments. Owners of these latter properties are always quick to see and to prepare for the general expansion or the new neighborhood growths that will surely follow.

As an architect you will, we believe, wish to urge other building material

THE ONLY WAY

You can reach all the people of Bridgeport and vicinity is by placing your Advertising in the

Bridgeport Standard Telegram

(MORNING)

Bridgeport Post

(EVENING)

Bridgeport Sunday Post

(SUNDAY MORNING)

They go to practically every home in Bridgeport and the thriving adjacent towns of Fairfield, Southport, Westport, Stratford, Devon, Milford, Newton, Long Hill, Easton and others. This territory contains over 250,000 people. These are all intelligent, prosperous folks who buy many goods and have the money to pay for them. You can win them by getting at them in the right way. The right way is by the use of the Bridgeport Standard Telegram (morning), Bridgeport Post (evening), Bridgeport Sunday Post (morning). These papers have kept pace with the phenomenal growth of Bridgeport and vicinity, because they stand by the people and are vigorous advocates of everything for the public good.

To reach the quarter of a million of thrifty, industrious, intelligent, progressive people of Bridgeport and vicinity, whose earnings annually exceed \$150,000,000 advertise in the

Combined
Circulation

50,000

Members A. B. C.

**BRIDGEPORT
STANDARD TELEGRAM**

(MORNING)

BRIDGEPORT POST

(EVENING)

**BRIDGEPORT
SUNDAY POST**

(SUNDAY MORNING)

**Foreign
Representative**

**Julius Mathews
Agency**

Boston New York
Chicago

Combined Daily Circulation Exceeds any Other Connecticut Publication

The Low Cost of a New York World Advertising Campaign

Reach both consumer and dealer for one price.

The World's circulation is large and very concentrated, 80% Metropolitan, 93% within the fifty mile shopping radius, Morning and Evening.



For eighty cents per line you can use both Morning and Evening World, and reach every second home in all five Boroughs and Hudson County (Jersey City, Hoboken, etc.), New Jersey.

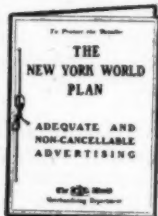
For forty cents per line the Sunday World will introduce you in every third home in all Metropolitan New York.

The New York World's Dealer Influence

Because The World is the New York Retailer's favorite newspaper, he will read your advertisement in its columns. Because he has read the advertisements of most of the great merchandising successes in The World, and has watched them move his stocks, he is "sold" on the "consumer demand" that his favorite newspaper produces.

Get The World's Introduction to the dealer

Ask us whether a 12,500 line non-cancellable, merchandising-advertising contract will start you right in New York. Let us tell you what as little as five or six thousand dollars spent "the World Way" will do for you, if your product is not too highly competitive.



Try advertising in newspapers by the year.

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
PULITZER BUILDING, NEW YORK

CHICAGO—A. D. Campbell, 1603 Mallers Bldg.

DETROIT—Rabt. H. Cornell, 429 Ford Bldg.

men to run advertisements similar to ours, which will appear in over 500 leading newspapers (reaching over 15 million families) during week of March 3rd. Such advertisements will induce people to investigate and ACT, instead of standing aloof as now.

Assuring you of our desire to serve your interests, we are

Yours for establishing confidence,

AMERICAN RADIATOR COMPANY,
J. W. KING.

The prompt action on the part of the American Radiator Company in sacrificing profits to start building now has also been adopted by the Flintkote Mfg. Company, mentioned in another part of this issue. The present prices of these and other building materials, reduced as they are, to help get immediate action, are apt to be as low now as later, according to the best available information.

Advertising men who realize the pivotal nature of the building industry in economic reconstruction and in opening new markets, are co-operating to the fullest extent with the Government.

THE VIEWS OF A PUBLISHER IN THE TRADE

The committee appointed by W. D. Lindsey, president, Technical Publicity Association, to co-operate with the Department of Labor at Washington, has already submitted its recommendations which have been acknowledged by W. C. Eckhardt, of the Information and Education Service, who reports that they will be acted upon immediately. In his proposal for a campaign of education, J. J. Rockwell, of the McGraw-Hill Company says:

"Building, especially home, apartment or residence building, is a local matter, and the market conditions involved are usually chiefly local. The capital furnished is local. The labor is local. And the general commercial effect of such activity is local in its results. Therefore, this campaign should be based on the development of local organizations in each community to carry on this 'Build Now' campaign for that community, and the first necessity of the campaign is to get

such organizations formed wherever possible in every community. To do this, appeals should be made to the interests particularly involved in building activities, such as building material manufacturers and dealers, building and loan societies, real estate men and organizations, bankers and capitalists handling real estate and improvement mortgages.

"Where the campaign is organized on this basis of local activities in each community, it will be possible for the local organization to talk to its community with regard to local conditions and local opportunities. In short, to be specific instead of general, which will be a very important factor in this campaign.

"Advertising alone and of itself cannot accomplish a task so great as this campaign expects to accomplish unless it is backed by intensive sales efforts and local sales and information service. In other words, there is a selling proposition for every community in the country, and the local community organization must be not only a promotion organization, but must provide a definite sales organization with a central office to which those interested by the advertising and promotion effect can apply for information in getting actually started on building activities. This sales organization must be so hooked up with the banking and loan capital activities of its community, as well as with contractors, real estate men and material manufacturers, that it cannot only give information to prospective builders, but actually take them in hand and place them in personal contact with the various people with whom it is necessary for him to do business."

Mr. Rockwell's recommendations also include the proposal for a national advertising campaign addressed to the consumers of the country, in which it will be explained that the builder who thinks he can build more cheaply by waiting six months or a year, is mistaken. It is explained that the present greater efficiency of

labor more than meets the relative higher cost of wages and materials as compared with the period before 1914.

The suggestions of the committee included the preparation of a book containing a logical presentation of how any community may organize a campaign by getting together a proper committee representative of its banking, loaning and building interests, and real estate interests. The report stated that the book should make an appeal for immediate and prompt action on the ground of patriotism and the general prosperity of the nation.

The advertising campaign suggested includes the preparation of a series of advertisements intended for publication, and placed in the hands of various publishers to be selected with the request that they secure from their advertisers the necessary space contributions. It is assumed that probably eight to sixteen pages can be secured in two hundred leading business papers of the country for a period of several issues, the advertisers furnishing the space and putting out the advertisements as covering their own sentiments and ideas. There will be no mention of the Government activity in the shape of signature or appeal.

"It so happens," comments Mr. Eckhardt in acknowledging this report, "that we have the names of every organization and institution in every community of any consequence who would be interested in the promotion of a local 'Build Now' campaign. It is our plan to get into direct communication with these people and sell them the idea of promoting such a campaign, and then send the booklet to them direct."

Members of the Technical Publicity Association active on this committee are: R. C. Beadle, Combustion Engineering Corporation; J. J. Rockwell, McGraw-Hill Company, and C. J. Schumann, Hilo Varnish Corporation.

Labor and capital are getting together in Chicago in an interesting way in an effort to revive

the building industry in the Central West.

The suggestion for this co-operation came from Simon O'Donnell, head of the Chicago Building Trades' Council. The very day Mr. O'Donnell made his suggestion he was appointed a member of an organization committee of twenty-five. The appointment was made by Joseph K. Brittain, who is head of the "Build Your Own Home" movement and vice-president of the Chicago Association of Commerce committee on industrial revival.

WEST IS ALIVE TO IMPORTANCE OF SUBJECT

Mr. Brittain announces himself as in thorough accord with Mr. O'Donnell's idea that every effort should be made to get at the root of the present trouble and secure united action.

The committee of twenty-five will include representatives from all material branches, labor, banks, real estate boards, architects and commercial and civic organizations.

L. W. Crowe, president of the Lumber Dealers' Association of Chicago, says the situation is one that must be met quickly.

"Of course," said he, "Mr. O'Donnell is right in saying prices are high, labor is high and the cost of living is high. But action must be taken just the same.

"The people have got to be convinced that there will be no slump back to pre-war prices. There will be no drop in prices of any account. There will be some readjustments, but that is all. Why?

"We don't want to ask labor to go back to the pre-war basis. A workman couldn't support himself, let alone his family, now on the wages he got a few years ago. Labor has got to get the wages to live, and we have to have the prices to pay the labor, which is the biggest factor in producing materials.

"The public—the investors—do not believe this yet. They are holding off expecting something to happen that will not happen. It is foolish to expect a slump in

a complete analysis of your sales problem

—a letter from you to The Indianapolis News will start an investigation of the sales possibilities of *your* product in The Indianapolis Radius.

—the Merchandising Service Department of The News helps advertisers use the paper with *maximum efficiency*. Your letter will bring you a complete analysis of this market—correct information of your distribution and the attitude of the trade and the consumers toward your product.

—if conditions justify a sales effort in The Indianapolis Radius, a *plan* will be submitted to you. But if facts show that there would be market resistance, you will be advised of the particulars and frankly told to keep your money.

—the manufacturer entering this market will be aided in perfecting his distributing machinery. Securing of salesmen, route lists and ratings of retailers, and introductions to the trade, backed by advice based on a most *intimate* knowledge of the market will save the manufacturer from expensive errors.

—the interest of the Merchandising Service Department does not cease with the start of the advertising. Even after the advertising has been published, investigations are made to ascertain the results of the campaign. Send that letter *today*.

THE INDIANAPOLIS NEWS

FRANK T. CARROLL, Advertising Manager.

Chicago
Office,
J. E. Lutz
1st National
Bank Bldg.

New York Office,
Dan A. Carroll
Tribune Bldg.



51%

of the country women who buy by mail expend their money in cities of over one hundred thousand inhabitants. This is significant in view of the fact that *one-twelfth of the world's printing* emanates from New York City, also that the



is one of the largest and best equipped of the great printing plants in this city. If you want to investigate with a view of getting the best up-to-date and most effective printing, call or address

Charles Francis Press

PRINTING CRAFTS BUILDING.
461 Eighth Avenue, New York City

'Phone 3210 Greeley

prices of anything. We have to stabilize prices a little by meeting together, but mostly we need to get the public rid of that suspicion of the future that is holding business up."

At the meeting of the industries of the United States, called by the Chamber of Commerce of the United States, Senator Calder pointed out the need of federation upon the part of industries. He said: "The restoration of the building industry cannot be brought about by Government encouragement of private investment alone. A second measure, which it seems imperative to take, in this complex period, is the organization of the many diverse factors of the industry through a federation, flexible and yet strong and far-seeing enough to deal with the problems which are common to all branches of the industry."

As a result of this gathering, at Atlantic City, two national associations of men interested in building were formed.

The National Federation of Construction Industries is open to any association of building material manufacturers, architects, engineers or constructors. The home office of this association is at Philadelphia. It is understood that it is working along educational lines as suggested in the editorial in PRINTERS' INK of February 27.

The General Contractors of the United States also have formed a national association after the Atlantic City meeting, of which D. A. Garber, Northeastern Construction Company, New York, is president.

According to a prominent builder these associations should have been formed six years ago in order to be better able now to take advantages of the great opportunity which lies before the national builders to-day to focus upon the idea of national education and create action upon that part of the public which is now holding back, waiting for someone to start something.

The work already done along

these lines by the Labor Department is having some effect now, according to a statement just issued by the Division of Public Works and Construction Development of this department. The figures on new building, according to this statement, show contracts awarded for buildings to cost approximately \$92,000,000 in February. While this figure shows an increase of almost \$50,000,000 over January, it is still far below the pre-war normal.

The small investor, the home builder appears to be getting under way with his building plans more quickly than the man who builds primarily for rental purposes. Just as the small investors were the balance of power necessary to the success of the Government's war finance programme, they may now be made the balance of power in starting things in the building line.

The big problem appears to be how the small individual amounts of capital held by the small investor can best be gathered together and marshalled in amounts necessary to finance extensive building operations.

The building and loan interests already have formulated a plan under which a system of Federal Home Loan banks would enable them to rediscount their first real estate mortgages, and make available for further loans more than a billion dollars of their assets.

Leaders in the movement for new construction seem to believe that quick action on the part of all business allied with building in co-operating in a national educational campaign is essential. It is their belief that with a building boom started all elements in the community, with the hum of action around them making for a more confident attitude toward the future, would help national business greatly and incidentally help to put over the Fifth Liberty Loan, so soon to be launched.

R. H. Young Makes Change

R. H. Young has been appointed advertising manager of the Stanley Works, New Britain, Conn.

Canadian Manufacturers Send A. M. Smith to Europe

A. M. Smith, general sales manager of the McClary Manufacturing Company, London, Ont., has left Canada for Great Britain, France and Belgium, where he will represent the Stove Founders and the Enamelled Ware Manufacturers of Canada. Plans have been completed for the development of a big export trade in these lines as part of the reconstruction of these industries. Mr. Smith will be overseas for several months, and during his absence D. Geo. Clark, advertising manager of McClary's, will carry on both departments.

Re-enters Employ of Raybestos Company

Lieutenant E. A. Wales, formerly chief of production, Motors Division, Quartermaster Corps, Cleveland, Ohio, has re-entered the employ of the Raybestos Company, Bridgeport, Conn. Prior to enlisting in the Service Mr. Wales was representing The Raybestos Company in Detroit.

Anderson Pace Resigns from Publishers' Corporation

Anderson Pace, who for the last year has been in charge of the research department of the United Publishers' Corporation in New York, has returned to Chicago to become advertising manager of the Mercury Manufacturing Company.

Quinlan and Kelly Form Com- pany

Roy Quinlan and John Hayes Kelly, formerly of the McJunkin Advertising Company, Chicago, have organized in that city as Quinlan & Kelly, for the purpose of marketing products in the centres of jobbers distribution in the United States.

Maxwell's Canadian Adver- tising

The Maxwell Motor Car Company is resuming its advertising in Canada and will place its business through the Baker Advertising Agency, of Toronto. This agency has also secured the Canadian advertising of Selden Trucks.

Conant Represents "Oral Hy- giene"

Willis B. Conant has been appointed Western manager of *Oral Hygiene*, Pittsburgh. His headquarters will be in Chicago.

New Chicago Agency

A new Chicago advertising company has been formed as the George Robb Collins agency.

Lieut. Shumway Returns Home

Carl E. Shumway, Lieutenant in the junior grade in the U. S. N. R. F., has been released from active duty and has resumed business with the Franklin P. Shumway Company, Boston advertising agency. At the signing of the armistice he was Senior Flight Officer at Plymouth, England, and in charge of the U. S. Naval Aviation forces there.

O. B. Carson Leaves American Optical Co.

Oswald B. Carson, for the past ten years manager of sales promotion and advertising for the American Optical Company, Southbridge, Mass., has resigned, to become associated with the American Hard Rubber Company, New York, as advertising manager.

Will Work in Salvation Army Campaign

Gayne T. K. Norton, of the merchandising and plan division of Gardner, Atkinson & Wells, Inc., New York, has been given three months' leave of absence to work in the forthcoming national publicity campaign of the Salvation Army.

To Open Offices in London and Paris

The Associated Dress Industries of America, a national organization, is endeavoring to bring closer together manufacturing interests throughout the world. The first step of the movement will be the establishment of branch offices in London and Paris.

Smallheiser Makes Two Changes

Marvin S. Smallheiser has changed his surname to Small and has resigned from the American Druggists Syndicate, where he was formerly assistant advertising manager, to join the service department of Einson Litho., Inc., New York.

Lieut. Cholmeley-Jones Returns

Lieut. Nigel Cholmeley-Jones has returned to the advertising staff of *McClure's Magazine*. He has been with the American Expeditionary Forces in France for fifteen months.

Mrs. Reid Secretary of New York "Tribune"

Mrs. Helen Rogers Reid, the New York *Tribune's* advertising director, is the new secretary of the New York *Tribune*, Inc.

Labels

A label has serious responsibilities.

It is the show window of the package, and must be attractive to arouse interest in the contents.

A good label, because it inspires confidence and is attractive in appearance, will always win for the package a prominent place among products to be sold.

But the label must be just right--there must be balance between design and color scheme, and harmony between the label and contents of the package.

A label, intelligently designed, well printed, and carefully cut, speaks for itself—and *sells the goods*.

Cartons

Cartons helped win the war.

Tin was a great war essential, and every ounce was needed.

Tons of tin were released for sterner purposes by packing in millions of cartons many products formerly packed in tin containers.

Cartons *made good*, and established a permanent economic fact.

It is only good business sense to continue as a peace expedient the lesson learned through the necessity of war.

The U. S. Printing & Lithograph Co.

HOME OFFICE, CINCINNATI, OHIO

FACTORIES AND DIVISION HEADQUARTERS

CINCINNATI

BALTIMORE

BROOKLYN

BRANCH OFFICES

BALTIMORE

CINCINNATI

KANSAS CITY

PHILADELPHIA

BOSTON

CLEVELAND

LOS ANGELES

PITTSBURGH

BROOKLYN

DETROIT

MINNEAPOLIS

SAN FRANCISCO

CHICAGO

INDIANAPOLIS

NEW YORK

SEATTLE

ST. LOUIS

The United States
Printing and
Lithograph
Company



THEY'RE BACK

OFFSET
LITHOGRAPHY

1999		FEBRUARY						1999	
SUN	MON	TUES	WED	THUR	FRID	SAT	SUN		
							1		
2	3	4	5	6	7	8			
9	10	11	12	13	14	15			
16	17	18	19	20	21	22			
23	24	25	26	27	28				

NEW OFFICE EASTERN DIVISION
825 10th Avenue, New York City
BROOKLYN, N. Y.
Telephone 100-1000

1919 MARCH 1919

SUN	MON	TUES	WED	THUR	FRID	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

CALENDARS
POSTERS
BOOKS
CUT-OUTS
BROCHURES

1919		APRIL							1919	
SUN	MON	TUES	WED	THUR	FRID	SAT	SUN	MON	TUES	
		1	2	3	4	5				
6	7	8	9	10	11	12				
13	14	15	16	17	18	19				
20	21	22	23	24	25	26				
27	28	29	30							

FACTORIES
CHICAGO BALTIMORE
BROOKLYN

"THEY'RE BACK"

THE Crucible of War has purged and cleansed Civilization and human ideals once more are rescued from threatened danger.

Brave men and women were needed for this incomparable service, and Americans have reason to be proud of their share in it.

To our returning soldiers we owe solemn proof of our gratitude. Can there be evidence more eloquent than the smiling and soulful welcome of true American girlhood?

Her smile is the silent medium that expresses more truly than the unrestrained outbursts of a gladdened people the full measure of thankfulness that thrills every American heart.

"They're Back" reflects our tribute to the immortal martyrs who sleep in France and to the invincible soldiers who return to their native shores kept sacred and inviolate by their sacrifices.

Thank God, they're back!

A COMPELLING ambition of life is to translate *thought* into *act*, and *theory* into *practice*.

Music, Painting, Literature, in fact all the Arts, have their own language, and each one discloses a separate state of mind.

Business activities, too, must have their peculiar mode of expression, and, where they ought to be advertised, they need not go far afield for an eloquent medium.

Lithography, through noteworthy scientific development, has so far progressed, that in addition to the possession of many other valuable points of usefulness, it is now securely established among the most satisfactory of all advertising mediums.

"They're Back," our calendar, illustrates the broad scope of lithography; and by making an appeal equally to the practical and artistic standpoints of the observer, it demonstrates how a big idea—*any big idea*—can be definitely put to work.

The U. S. Printing & Lithograph Co.

BALTIMORE
BOSTON
BROOKLYN
CHICAGO

CINCINNATI
CLEVELAND
DETROIT
INDIANAPOLIS

KANSAS CITY
LOS ANGELES
MINNEAPOLIS
NEW YORK

ST. LOUIS

PHILADELPHIA
PITTSBURGH
SAN FRANCISCO
SEATTLE

Trade Marks and Brand Names

TRADE Marks and Brand Names are valuable assets, and sometimes the Good Will of a business depends upon them.

It is just as important to establish a clear title to a Trade Mark or a Brand Name as it is to a piece of Real Estate. No one would think of buying Real Estate without searching the title, and no one should decide to adopt a Trade Mark or a Brand Name without an exhaustive investigation.

The Trade Marks and Brand Names registered in the Patent Office can be easily searched, but the *unregistered* names, far greater in number than the registered ones, are the ever present source of danger of duplication and infringement, *because they are someone's property.*

Our Trade Mark Bureau, in addition to 160,200 registered names, has compiled an indexed list of 550,000 *unregistered* names, all of which must be investigated before a new name can be used with any degree of security against interference with property rights.

The activities of our Bureau are best illustrated by statistics: In the last five years we have had inquiries from, and have given advice to, 3,895 concerns; we have investigated 10,084 names for 2,569 concerns; we have originated and suggested 2,746 names to 409 concerns, 137 of whom had these names registered in the U. S. Patent Office; we have prevented 1,187 duplications for 917 concerns, and in many cases expensive law suits were undoubtedly avoided.

Our Bureau is receiving a greater number of inquiries each year, but with the 710,200 names on record, with the history of the facts relating to them carefully tabulated, and with Trade Mark and Brand Name information that has taken 45 years to accumulate and arrange, we can handle ten times as many inquiries, if users or prospective users of Trade Marks or Brand Names will only take the trouble to consult us.

The function of our Trade Mark Bureau is to investigate and search titles, to originate trade mark designs, and to suggest new names. We invite and urge all to seek the advice of our Bureau—and this comprehensive service may be commanded *free of obligation or cost.*

The U. S. Printing & Lithograph Co.

Trade Mark Bureau Headquarters, Cincinnati, Ohio.

Three modern plants; 793,496 square feet of active floor space; the latest machinery and mechanical processes; and 2,314 men and women—*carefully organized*—are the resources with which we manufacture our product—labels, cartons, and general lithography.

this single thought we have evolved a campaign that strikes a new note and emphasizes a thing second in importance only to permanence—the fact that because of its peculiar chemical composition, Stafford's Ink absorbs moisture—what chemists call a hygroscopic quality—and minimizes the disagreeable feature of most writing fluids, the fact that they dry up in the ink well, leaving a clotted residue and caked particles on the side of the bottle or container.

Using this peculiarity as the dominant feature in the advertising, a campaign has been built up which will occupy commanding space in national publications. "The Ink That Absorbs Moisture from the Air" is the headline to be used in each advertisement, while the text explains what this quality means to the ink user—the bookkeeper behind his ledger and the blushing darsel penning her billet doux. Other advantages of Stafford's Writing Fluid are brought out incidentally, but all subordinate to the advantages of using an ink that won't dry up—because *no one has thought to feature it before.*

Not only will this new campaign have an influence upon consumer purchasing, but it is expected to create favorable discussion among the retail trade. The firm of S. S. Stafford, Inc., was established in 1858 and for three generations the business has been built up by quality and the prestige of the firm. But the salesmen have never used any distinctive talking points—no single reason why Stafford's Ink was superior to other good writing fluids or that it did anything that others didn't.

During the past two decades the introduction of modern office appliances has shifted popular demand from a copying ink to a writing fluid. The typewriter and bookkeeping machine have shut certain markets and unlike many products, the uses of inks has not broadened in proportion to the increase of population. For this reason ink selling does not permit

of intensifying the consumption and all sales and advertising methods have been of a strictly competitive nature.

The new copy therefore fits in admirably with selling conditions. The sales force will now have something distinctive to talk about. Another fact to be brought out in subsequent advertisements is that the ink is made from American color, equal in every way to the best of the old imported dyes. The Dripless Pour Regulator with which bottles are equipped is shown in each illustration. This is the large sized container, purchased by the office man and bookkeeper who is the discriminating buyer of office supplies. Investigations have indicated that the purchaser of small packages is not so particular about the brand of ink he buys, so smaller bottles will not be featured except in the text.

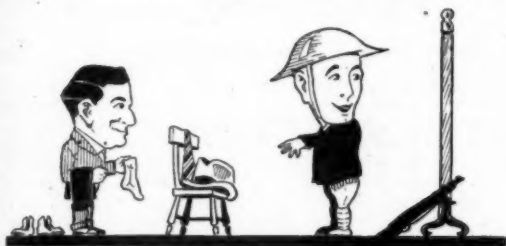
The company makes quite a family of products—Phasta liquid paste, mucilage, glue, typewriter ribbons, carbon papers, etc., but in the entire copy series the effort will be concentrated on the writing fluid, letting the lesser members of the family trail along. A motion picture of an educational nature has already been filmed, which will soon be shown throughout the country.

International Harvester Workers to Shape Policies

Under a plan to be submitted by officials of the International Harvester Company, Chicago, 30,000 employees will have that number of voices in shaping the company's policies in such matters as working conditions, health, safety, hours of labor, wages, recreation and education. The workers will elect a "works council" at each plant to confer with representatives named by the company. Race, sex, time of service, political or religious preferences will in no way discriminate against workers, if the suggestion is accepted.

To Advertise Rustic Furniture

G. W. Moister, formerly in the advertising department of the Haynes Automobile Co., has become advertising manager of the Old Hickory Chair Co., Martinsville, Ind., manufacturer of rustic furniture.



What Are You Selling Them?

OUR boys are coming home by tens of thousands—back to civilian life and requirements. They want civilian clothes. There is as much novelty in trousers for them now as there was in their first long pants.

They want smart hats to replace the steel helmets. Fashionable neckties and linen collars, stiff shirts, and the finer things of dress.

And they want civilian luxuries—all the things they've gone without so long. The desire is there, the market is there—do they know your goods?

Familiarize them with your brand through the columns of *Association Men*. This magazine is the official organ of the Y. M. C. A. and has been with the boys all through the war. In training camp, trench and dugout, it has been their constant companion.

Our boys read *Association Men*, not perfunctorily, but from cover to cover. What have you to offer them?

**ASSOCIATION
YMCA
MEN**

347 Madison Avenue, New York

Western Office:

19 S. La Salle Street, Chicago

American Red Cross Bars "Red Cross" Advertising

Objects to Insertion in Its Publications of Johnson & Johnson Advertising

AN interesting question on ethics may arise out of the refusal of the American Red Cross to accept for insertion in its publications the advertising of Johnson & Johnson and other advertisers, because of the fact that the latter, make use of the Red Cross name or emblem as a trade-mark. That such refusal has become a part of the policy of the American National Red Cross is the boast of Col. Joseph M. Hartfield, legal adviser of the war council of the organization.

This has come out in connection with the propaganda that has been launched at Washington by officials of the Red Cross to deny the use to any business house for trade purposes of the name and emblem of the Red Cross. As readers of *PRINTERS' INK* are aware, there is now on the statute books a law which operates to deny the use of the emblem to any concern that had not adopted and used it for commercial purposes prior to 1905. What is now sought is to wipe out—with no hint of compensation—the equities of the firms that had used a Red Cross trade-mark prior to 1905 and whose titles are backed by registrations at the Patent Office.

Colonel Hartfield announced the exclusion from the *Red Cross Magazine*, etc., of advertisers who own Red Cross trade-marks, during a recent conversation, in the course of which Congressman Watson, of Pennsylvania, had inquired whether the corporations that use the Red Cross emblem subscribe largely to the National organization. "Absolutely no," was the rejoinder. "We have refused to permit them to divide profits with us or to advertise in our publication. We have constant applications asking for permission to divide profits, and in order that we should not be parties to creating the impression that we are interested in these

enterprises, in our own magazine we have refused advertisements from Johnson & Johnson and from everyone else. For instance, I am told they offered to give us a substantial *Red Cross Magazine* advertising contract, and we also had a similar offer from a Red Cross shoe concern that manufactures shoes in Cincinnati, but we have consistently refused to lend ourselves to any of these commercial ventures."

Carrying the agitation yet farther, officials of the National Red Cross are raising objection to the issuance of the Johnson & Johnson house-organ, the "Messenger." Colonel Hartfield criticised this advertising effort with the comment: "Unless you examine the publication with the greatest care it will lead to the impression that it is a real Red Cross publication and not a trade publication."

Incident to the new effort to secure more sweeping restrictions upon the use of Red Cross in trade it has developed that there have been registered at the Patent Office close to 100 different trade-marks that embody the symbol or name of the Red Cross or a semblance thereof. The objective in the agitation, however, is frankly the Johnson & Johnson mark. Colonel Hartfield naively admits: "Of course, there is no use asking the small men to quit, because they say, 'Look at Johnson & Johnson; why don't you get them to stop it?' We have had conferences with them but the net result is that they think they have a valuable property and they do not want to give it up. I think they could make a great deal more capital out of advertising. We are gradually changing our emblem at the request of the American Red Cross, and they would get a great deal more of good will out of it than in the use of the emblem, but they do not feel that way about it."

Iowa's First Rotogravure Section Will Appear in The Sunday Capital

The Capital will publish every week, as a part of the new Sunday Capital, four pages of rotogravure, which will be printed by the American Photo Gravure Company at Detroit.

This section will be of the same standard as that issued by the New York Times, the same quality of paper, and the same character of pictures; the only difference being that it will be smaller. In most cases the pictures will be national and international. Occasionally local pictures will be used when they are of such nature as to appeal to the Capital's entire subscription list.

The first issue of the Sunday Capital is guaranteed at 60,000.

It is receiving the unanimous support of the subscribers and advertisers in the Des Moines and Iowa field, and we doubt if there has ever been a newspaper started in America under such favorable circumstances for instantaneous success.

The Sunday Capital will, of course, contain four pages of comics in three and four colors, and all of the habiliments and furbelows known to Sunday newspaper making.

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher.*

New York and Chicago Representatives—O'MARA & ORMSBEE, Inc.

12th Year of Undisputed

THE NORTH AMERICAN (Philadelphia) published its Annual Automobile Show Number Sunday, March 9. While those of you who saw it and read it were no doubt impressed with the great volume of advertising and the interesting and informative news matter it contained, we believe that its full significance can only be appreciated by presenting a few actual comparative facts and figures as follows:

1. **THE NORTH AMERICAN'S** Automobile Show Number of Sunday, March 9, contained 57,560 agate lines (about 196 columns) of display advertising, a gain of 5,095 lines over last year's Show Number.
2. More than twice as much as the next highest paper—to be specific, 30,430 agate lines greater.
3. More than 10,000 agate lines in excess of the second and third newspapers combined—
4. Virtually as many lines as the last three newspapers combined.
5. Nearly every advertised automobile and accessory made was represented.

THE NORTH

THE RECOGNIZED AUTOMOBILE

NEW YORK OFFICE
SERAPHINE & McDEVITT, 347 Fifth Avenue

PHILADELPHIA,

Indisputed Auto Leadership

The following figures show the total advertising lineage in the 1919 and 1918 Auto Show numbers:

1919	
THE NORTH AMERICAN,	57,560 agate lines
2d Paper - - - - -	27,130 " "
3d Paper - - - - -	20,140 " "
4th Paper - - - - -	20,100 " "
5th Paper - - - - -	17,590 " "

1918	
The North American,	52,465
2d Paper - - - - -	29,920
3d Paper - - - - -	22,760
4th Paper - - - - -	16,325
5th Paper - - - - -	13,910

Thruout these many years of leadership THE NORTH AMERICAN has grown in the confidence and opinion of its readers and advertisers to such an extent that the Automobile Show Number has become an annual event. Many readers and advertisers alike make their reservations for copies of the issue and advertising space far in advance of publication date. If you would keep informed of the progress of the world's third largest industry read

THE NORTH AMERICAN

MEDIUM OF PENNSYLVANIA

CHICAGO OFFICE
KNILL-BURKE, Inc., Peoples Gas Building



A Letter from *James Oliver Curwood* to *Ray Long*, Editor of *Cosmopolitan*

Have forgotten date.

Dear Ray:

An Indian and dog-sledge is starting for the line—so just a word. We are camped on the far side of Lesser Slave Lake, far up in No Man's Land. Just ate supper of moose meat. Tomorrow my wife and I go with dogs 20 miles north of here, where there is a "moose yard." Indian says about 20 moose in the yard, and I will bring back enough meat for the company when it comes next week. This is the wildest spot and deepest in real wilderness a picture has ever been made—so, in one respect, I am making history. 52° below zero last night. Froze an ear, but not badly. Must hurry. All best to you and yours,

Jim.

Curwood's first Cosmopolitan story appears in the April number

A Venturesome Campaign

Strong-Hewat Seizes Chance to Put Across Trade-Mark—Insistence of Clothing Trade for Fabric Facts Forcing Wool Advertising

By John Allen Murphy

IT is not always easy to protect your customers from being deceived. The law of "let the buyer beware" may be abolished in your business, but extraordinary vigilance is required to see that it is enforced.

Henry Schott, director of publicity of Montgomery Ward & Company in an address delivered at Cleveland some time ago, related an incident which shows how necessary this vigilance is.

For years this house had catalogued a popular selling blanket as all wool. The buyer believed it to be all wool, and so did the manufacturer who sold it. One day one of Ward's service chemists analyzed this blanket and found it contained ten or fifteen per cent cotton. He reported his findings in the usual way. The buyer declared that he must be mistaken. However, on being shown the compete list, he was convinced the chemist was right.

Immediately the buyer jumped on the train to take the matter up with the mill that had been making the blanket for years. On arrival, he pounced on the vice-president. This official insisted that the blanket was all wool, and took it to a chemist of his own selection to prove that it was. Back again came the report that the product contained a percentage of cotton. Originally, it seems, the blanket was all wool. At some time, however, the superintendent in charge of the particular mill where that blanket was made or else some one else in connection with that plant, had changed the all-wool formula. The selling end of the mill, the distributors and the consumer had no reason to suppose that the blanket wasn't all wool.

Probably this incident isn't exactly typical, but it well illustrates the uncertainty that generally pre-

vails regarding the precise composition of fabrics. Very few buyers, no matter how experienced they are, are able to judge fabrics except in a general sort of way. It is easy to be fooled. Whether a piece of supposed woollen contains any cotton, is something that not many people would be able to tell definitely. Shoddy, also, is a puzzle. What percentage of it a fabric contains is not readily discernible.

This situation has always caused much dissatisfaction, especially in the clothing trade. Various methods of dealing with it have been discussed. Pure fabric laws have been proposed. Schemes to have the manufacturers label the composition of their fabrics have been under consideration, but there are serious objections to all these plans.

GREATER INTEREST IN FABRIC COMPOSITION

The war aggravated this condition tremendously. The scarcity of wool and the high price of all materials has led to the dilution of fabrics in new directions. This has increased fabric uncertainty and has brought down on the head of the patient dealer the maledictions of many of his customers who feel that the high prices being charged for clothes and the wear that they give are entirely out of proportion. As a result we find retailers taking a new interest in the subject of fabric composition.

Just the other day the New Jersey Retail Clothiers' Association resolved that it "request information from clothing manufacturers as to the construction of the fabric, and whether it is all wool or if it is manipulated what percentage of shoddy it contains and from what mill it comes."

Likewise the National Association of Retail Clothiers at their

meeting last year passed these resolutions:

"Whereas, one of the greatest dangers to which the retailer's reputation is subjected is the menace of unworthy fabrics, and

"Whereas, this menace already greatly multiplied by the increased use of substitutes, and which condition even after the close of the war will for some time continue, and

"Whereas, a pure fabric law has been up to the present the only general remedy suggested for this menace of undependable fabrics, but it appears on consideration that a pure fabric law, no matter how drastic, can offer only partial protection because, for instance, the provisions cannot provide nor indicate how many times the shoddy, whose use is designated in a fabric, has been reworked, and

"Whereas, it appears that the only real protection for all interests in this vital factor of fabrics is a sure means of knowing that the mill organization behind the fabric vigorously maintain definite standards, and that it courageously assumes the responsibility for such standards, and

"Whereas, this definite assurance of mill standard and responsibility may well bring about a general condition of open and established standard dependability of fabrics and clothing made in the U. S. A. that would be of inestimable protection and benefit in the future of these great national industries,

"Therefore be it Resolved, that the National Association of Retail Clothiers, in convention, endorse such action by woolen manufacturers which will result in standardizing fabrics, in maintaining established and recognized qualities, in assuming the full responsibility for their woolsens, thus assuring the trade of their purpose and determination to meet this vital fabric need and insuring satisfaction to the distributors and consumers of woolen products."

Other clothing bodies have declared themselves in a somewhat

similar way. One does not have to be an optimist to attach great significance to these resolutions. It shows that retailers are beginning to regard the fabric itself, and not the garments as the real basis of their industry. They are going to go beyond the clothing manufacturer and ask the mills to assume responsibility for the character of their fabrics.

SIGNIFICANT CAMPAIGN OF STRONG-HEWAT

If this movement develops as many think it will, it means that the woolen mills will have to trade-mark and advertise their fabrics on a scale that no one would have been foolhardy enough to predict a few years ago. Already one old and conservative house in this field, Strong, Hewat & Co., Inc., has started a campaign that has set the tongues of the industry wagging. In announcing its new policy, this company declared:

"Hitherto mills have declined fabric responsibility. The clothing manufacturers and retailers have thus been forced to accept and carry the burden and responsibility which rightfully belongs to the mill.

"This acceptance has put the question up to the ultimate consumer, because the fabric service test is the real test—and so the real test is up to the wearer. That is all wrong. The responsibility belongs to the mill.

"The Strong-Hewat definite and permanent publicity of their standard and of their responsibility will keep continuously before the trade and the public the full significance of their trade-mark. It will permanently give assurance that the reputations of all those who sell clothes made from Strong-Hewat Virgin wool fabrics are protected absolutely."

Again the company says "because we believe that in the near future fabric will be the fundamental factor, we have adopted this trade-mark, thus to openly distinguish our fabrics and our standard."

So far the campaign has been confined pretty much to the trade.

Q A pole-cat on a highway may get more of the world's attention than a violet on a mossy bank—but it is not the kind of attention that creates the desire to possess. Good advertising is not always a matter of blatant copy and giant space.

Glen Buck

Advertising

Michigan Boulevard Building
Chicago



Publications reaching the retailer and the clothing manufacturer are being used liberally.

"In our campaign we have first addressed our message to the trade," said Alex. Walker, the vice-president, "in order that by thinking together on these vital problems with all factors of distribution, both they and we may perceive the truth and right and that each may of his own voluntary initiative have opportunity to adopt the remedy.

"In adopting a permanent policy of publicity we have made a careful study of the various divisions of advertising, and at the right moment each respective division will be brought into action and assigned its proper place in our campaign."

It is easily understood why so much preliminary work has to be done with the trade. Explaining this revolutionary move to dealers and manufacturers and winning their co-operation, is at least half the huge task that the company has to put over. Whether or not the manufacturer will put the Strong-Hewat label on his garments in conjunction with his own, is entirely voluntary with him. Of course the more users of the fabrics that employ the label, the greater the success of the campaign. Getting them to see the advisability of employing it is a big educational job. Also as regards the dealer, it will be necessary to get him to advertise and talk the fabric label just as he now talks the brand of the clothing itself. In view of the resolutions that have been passed by various retail bodies, this part of the campaign should not be especially difficult.

Of course, in the long run the value of the fabric label to the clothing manufacturer and to his distributors, will depend on the standing it has with the consumer. As soon as the ultimate buyer of clothing begins to take a serious interest in learning something about fabrics, the retailer and the manufacturer will yield to his demand and give him fabric labels. This means that eventually consumer advertising will be the big-

gest factor in fabric trade-marking.

Already Strong-Hewat has fired the opening shot in the consumer campaign. An advertisement has appeared in one of the national weeklies. This was a sort of a range-finder. It was to see what sort of reaction it would excite. Would people pay any attention to fabric advertising? They did.

BROUGHT DIRECT INQUIRIES

Several hundred letters were received, written on the stationery of business and professional men, asking where they could buy clothing made of this advertised fabric. This demonstrated the practicability of fabric advertising and convinced Mr. Walker that he is working on sound lines and that he need have no hesitancy in going ahead with the consumer campaign.

A few months ago many sound advertising men would have said that it would be impossible to advertise fabrics successfully. I believe that at least one agency advised Mr. Walker that he was tackling a job that would be extraordinarily hard to put over. But the recently expressed attitude of retailers on the question of fabrics has removed some of the difficulties that formerly lay in the path of such an advertiser. Mr. Walker and many other men who have given much thought to the subject believe that there is just as much reason why the parts going into a suit of clothes can be advertised as experience has shown the parts of an automobile can be advertised.

Others will ask why it is necessary to advertise fabrics. The opinion of this class is well expressed by a New York dealer, who was recently quoted by **MEN'S WEAR:**

"Why advertise fabric names to the consumer when the manufacturer's label is sufficient identification and guarantee?" asked a retailer who makes a specialty of advertising a single brand of clothing.

"The question was illustrated
(Continued on page 121)

In the Past Three Months

The St. Louis

STAR

GAINED

AN AVERAGE OF

114%

IN

National Advertising

Over the Same Period
a year ago.

-don't say "Paper"
Say "STAR"

Trade Mark Registered

Foreign Advertising Representatives

STORY BROOKS & FINLEY

CHICAGO

Peoples Gas Bldg.

PHILADELPHIA

Colonial Bldg.

NEW YORK

Fifth Ave Bldg.

WILLIAM W. BELCHER, D.D.S., *Editor*MERWIN B. MASSOL, *Business Manager*

Published by W. LINFORD SMITH for a Syndicate of Dealers in Dental Supplies

ORAL HYGIENE

A JOURNAL FOR DENTISTS

OFFICE OF THE PUBLISHER
PITTSBURGH, PA.



March 15, 1919.

AN OPEN LETTER

To The American Association of Advertising Agencies

Gentlemen:

In the belief that we may be of service to you, and also at the same time serve ourselves, we present this analysis of ORAL HYGIENE, based on your own media knowledge requirements:

CHARACTER—A text-book size monthly magazine devoted primarily to spreading the gospel of mouth hygiene, though the articles it carries are in no sense restricted to that subject. On the contrary, it is the policy of the editor to publish articles on any subject of interest to the Dental Profession. He has the choice of most original articles written on dental topics in view of ORAL HYGIENE'S widespread circulation. However, owing to ORAL HYGIENE'S comparatively limited size, no space is ever reserved for society discussions, book reviews, obituaries or kindred topics which have a tendency to render the conventional dental publication dull and uninteresting.

INFLUENCE—ORAL HYGIENE is responsible for the establishment of many dental clinics in schools, factories, etc., and is looked upon as the spokesman for the mouth hygiene movement in America. It is, editorially, absolutely independent of trade control or the control of dental "cliques."

CIRCULATION—Quantity: in excess of 45,000 copies monthly. Quality: Since **ORAL HYGIENE** reaches every English-speaking member of the Dental Profession whose name and address can be secured, **ORAL HYGIENE** provides dental advertisers with an audience every member of which is a purchaser of dental supplies and kindred products. Location: United States and Canada, 89%; Overseas editions, 11%.

PHYSICAL REQUIREMENTS—Forms close on the first of the month preceding. Size of page, 5 x 8 inches; type-page, 7 x 3 7/8 inches. Smaller divisions of space: half, quarter and eighth page, either single or double column. Two columns to page, columns 11 ems or 1 13/16 inches wide. 100-line half-tones are preferred. Original halftones, electrotypes (mounted or unmounted), mats or photographs can be furnished. We carry a 24-page two-color form. We shall be glad to furnish detailed information for the data-files of individual agencies.

COSTS—Full page, \$85; half-page, \$47.50; quarter-page, \$30; eighth-page, \$20. Twelve-time contracts, 10% discount; six-time contracts, 5% discount. No other discounts. Agency commission granted. The rate per thousand will approximate: Full page, \$1.70; half-page, 95c; quarter-page, 60c; eighth-page, 40c.

HOW DOES ORAL HYGIENE MANAGE TO COVER THE ENTIRE ENGLISH-SPEAKING DENTAL PROFESSION?—We'd like to have an opportunity to tell you that! We believe there is no more unique subscription plan in existence.

Yours very truly,

MERWIN B. MASSOL,

Business Manager.

It gives us a whole lot of satisfaction to announce the appointment of

Mr. WILLIS B. CONANT

as **WESTERN MANAGER** of **ORAL HYGIENE**, with offices in the Peoples Gas Building, Chicago.

Mr. FRANK C. THOMAS continues as **EASTERN MANAGER**, with headquarters at 6 East 39th Street, New York City.



*We are very, very happy
to announce that*

MAJOR CARROLL J. SWAN

IS NOW OUR

New England Manager

44 Bromfield Street Boston, Mass.



Ruggles & Brainard Inc.

Color Pages

in the Magazines

200 FIFTH AVENUE

NEW YORK

by a request made recently by a customer now located at a distant point for the reservation of a suit similar to that which he had purchased from the store a year ago.

"The man in question," continued the retailer, "wanted a 38 suit in blue serge. He mentioned the name of the manufacturer, and gave his size. We reserved a suit for him at \$35, the price he had named. While it might have been an additional clue if he had been able to mention the name of the fabric, we were at no disadvantage because he did not know it. If the suit we chose for him was not satisfactory, all we had to do was to select another when called upon.

"The recent efforts of certain fabric manufacturers to bring fabric facts and trade names to the consumer public was approved by this man, but he declared that there was no especial reason why such efforts should be pushed.

"As things are at present, the average man who makes a habit of wearing good clothing knows the lines which suit him best, and the manufacturers' labels are sufficient identification," he continued. "Why burden him with fabric names as well, and why go to the expense and trouble of carrying on another campaign of education when conditions are satisfactory at present?"

CONSUMERS EAGER TO HAVE QUALITY IN CLOTHING

The answer to this man is that the ready-made clothing business of this country has been built up largely on style and fit. It is only recently that the quality of the fabric has become a paramount issue in the business. Several of the successful manufacturers, of course, have always put dependable cloth in their garments. At least one of the big advertising successes in this field, it is claimed, owes his success to his care in the selection of fabrics.

Nevertheless, as shown at the beginning of the article, there is still tremendous uncertainty as to how clothes will wear. Many of

the manufacturers encourage their dealers to make good any complaints. This practice of going the limit to please a dissatisfied patron is followed extensively in the clothing trade, but the trouble with it is that over half of those who are dissatisfied swallow their grievance and never come back.

Men are now buying clothing on the strength of the manufacturer's label and the dealer's reputation. But all three, consumer, dealer and manufacturer, are largely dependent on the integrity of the fabric. Particular manufacturers are careful to buy from a mill on whom they can implicitly rely. Why not, therefore, let the mill get its label into the channels of distribution and make the job of judging good clothes easier for dealer and consumer? As the "Bulletin" of the National Association of Retail Clothiers says:

"In our judgment, one of the surest ways of starting the movement for better fabrics is through proper use of advertising by mills who make woolen goods, or mills who are willing to join that class. It is a well-known fact that only a small percentage of the retail clothiers have the knowledge they should have of fabrics, and the woolen manufacturers are as much to blame for this as the retailer, for up to very recently, no effort has been made by woolen manufacturers to familiarize either the retailer or consumer with their merchandise."

Manufacturers, too, appear to be swinging around to this view. Alfred Decker, of Alfred Decker & Cohn, got up at the Iowa Retail Clothiers' Association Convention the other day and said the wool maker's label should appear on each suit. He announced that he was going to do this on Society brand clothes hereafter.

New Officers of Henri, Hurst & McDonald, Inc.

At a recent meeting of the stockholders of Henri, Hurst & McDonald, the following officials were elected: St. Clair Carver, vice-president; C. J. Ollendorf, assistant treasurer, and Miss Emily Krugel, assistant secretary.

Lessons from Mail-Order for Technical Advertisers

Engineering Advertisers' Association Formed in Chicago—Speaker Emphasizes Importance of Statistical Information for Advertisers

J. H. PICKEN, official lecturer on applied psychology at Northwestern University, Evanston, Ill., was the principal speaker at the organization meeting of the Engineering Advertisers' Association of Chicago, which was formed at a meeting at the Hotel LaSalle, Chicago, March 11, following a preliminary meeting a month before. Mr. Picken insisted that advertising not based on statistics is very likely to carry a heavy burden of waste.

He asserted that no living man can determine in advance what the results from a given piece of copy will be. Consequently, he contended, a test is necessary before it should be released to a large list or given general circulation. Even in the case of publicity advertising, he continued, tests are important if the best results are to be obtained. Absence of statistical information regarding advertising is the real cause, in his opinion, of the large amount of money spent in advertising effort from which no proportionate return is obtained.

He referred to the fact that mail-order advertisers frequently return again and again to time-tried and tested pieces of copy, on which they are regularly able to pan out handsomely, because of their inability to find other copy that will serve the purpose equally well. This, he suggested, is not due to their liking for the old copy, but to the fact that it pulls. The advertiser who does not check his returns, and determine for himself which copy pulls best, is thus overlooking one of the fundamental necessities, as demonstrated by experience in mail-order advertising.

Another theory of advertising that statistical study has shown the fallacy of, Mr. Picken said, is that brevity is more effective

than longer messages. The manufacturer who trusts to a short message prominently displayed, rather than to a complete story shown in smaller type in the same space, is violating one of the principles developed from study of actual results in many campaigns, the speaker declared.

"In order to get a 'discharge' in the form of favorable action," Mr. Picken said, "the advertiser must build up to as great a degree as possible. The use of as much descriptive matter as possible, with adjectives and nouns multiplied in order to create attractive mental images, is necessary, so as to carry the reader along to the point where he is willing to act. To stop short of this point is to fail to get a discharge in the form of action.

"That is why mail-order copy, which is carefully checked as to results, and which must pay if it is to be continued, is crammed full of copy. 'Mail-order' advertising is generally identified in this way. The mail-order advertiser is no more desirous of results than anybody else, but he has learned from experience what kind of copy pulls and what doesn't. The long ad, in spite of impressions to the contrary, is the one that brings the returns.

LETTERS LONG ENOUGH TO TELL THEIR STORY

"Similar truths apply to letters. There is no reason to fear to send out a long letter, and tests made in advance of large mailings, and in my own experience based on millions of pieces of mail matter, show that the longer letters usually outpull the short ones."

Mr. Picken developed a number of rules for copy, including sales letters, emphasizing an attractive, easy-to-read appearance; the elimination of statements that



C-K-S

Something New

in the production of
Advertising Art
 has been developed by
 the C-K-S Organization

The departure from the usual
 assures the C-K-S client of
"Work of Quality"
 without excessive cost

The story is interesting - look
 for more of it in Printers' Ink

CROWDER & KLAPKA
 DESIGNERS AND ILLUSTRATORS **STUDIOS** MECHANICAL PHOTO RETOUCHERS

608 SOUTH DEARBORN STREET

CHICAGO I I I ILLINOIS

are likely to raise doubt or negation in the mind of the reader; telling the complete story in the copy, so that action may follow; and leaving out the element of "choice."

"One of the greatest mistakes an advertiser can make," said the speaker, "is to offer the reader a choice of several propositions. This merely tends to confuse and to result in none of the alternatives being accepted."

"If there are a number of possible combinations that the advertiser intends to offer, the problem is one of a list and not of copy. That is, each should be tried out separately to a different list, and the one that is most acceptable, as proved by the returns, should then be adopted and used on the complete list and in all the copy in publications. But don't offer more than one line of action to any individual reader."

The new advertising association, which is to be made up of advertisers interested in marketing engineering products, including machinery, building materials, etc., elected the following officers: President, H. L. Delander, advertising manager Crane Co.; vice-president, H. Colan Campbell, Portland Cement Association; secretary, J. H. Eddy, advertising manager Green Engineering Company; treasurer, E. R. Pratt, advertising manager Kellogg Switchboard & Supply Company.

Considerable debate developed over the proposition to restrict the membership to men. Owing to the fact that a number of important technical advertisers in Chicago have women as their advertising managers, some of the members thought it advisable to let down the bars in this respect, but by a close vote it was decided not to do so.

Full membership in the organization is restricted to those directly concerned with the advertising or sales departments of manufacturers, but associate memberships are open to service men, publishers and others who are interested in the engineering advertising field.

John C. Kirkwood Returns to England

John C. Kirkwood, of Toronto, has gone to England, where he will become associated with the Federation of British Industries, of London, an association of thousands of British industries organized to develop export and overseas trade. His first work will be the superintending of the compilation and publishing of an international industrial catalogue registering the commodities in which the Federation trades.

Mr. Kirkwood was formerly a member of the staff of the *London Mail*. In Toronto he has been actively associated with Canadian advertising. Of late he has been acting manager of the Canadian Press Association, relieving John Imrie, whose whole time has been given to matters relating to the prices charged for newspaper.

International Film Service and Famous Players Lasky United

An affiliation of the International Film Service Company, Inc., New York, with the Famous Players Lasky Corporation, of the same city, has been announced. The feature pictures produced by the International Film Service and released by the Lasky Corporation will be known as the "Cosmopolitan Productions."

There will be no conflict of any sort with the International news features, released under the titles of *Hearst News*, *International News* and *Universal Current Events*.

Smith-Crank Agency Dissolved

A. Carman Smith and C. F. Crank, who have conducted the Smith-Crank advertising agency in Los Angeles, have dissolved partnership. Mr. Smith is the head of A. Carman Smith, Advertising, and Mr. Crank has made a connection with W. H. Paris, formerly with the *Los Angeles Express*, the firm to be known as Crank & Paris.

Mr. Smith was for a number of years president and manager of the *Newist Advertising Agency*, later absorbed by the *General Advertising Agency*, with which he was identified.

Makes New Agency Connections

Donald M. Wright, formerly with the *Erwin & Wasey Company, Inc.*, Chicago, and the editorial department of *System*, has taken a position on the copy staff of *Critchfield & Company*, Chicago.

Wentz Goes With Cusack Company

W. F. Wentz, formerly president of the *O. J. Gude Company*, New York, has become associated with the *Thomas Cusack Company* of the same city.

NEW YORK
30 Madison Ave.

WASHINGTON, D. C.
610 Riggs Bldg.

CHICAGO
104 E. Michigan Ave.



Wm. H. Rankin Company

Charter Members American Association
of Advertising Agencies

WILLIAM H. RANKIN, *President*
H. A. GROTH, *Secretary and Treasurer*

WILBUR D. NEBBIT, *1st Vice-President*
ROBERT E. RINEHART, *2nd Vice-President*

Rankin New York Service

By C. E. WALBERG, *Sales Manager*

SINCE our recent announcement in advertising journals and New York newspapers that we were in position to give complete advertising service to a number of Eastern advertisers three prominent concerns have investigated our service and placed their accounts with us.

Analyzing the reasons why these advertisers have selected the Wm. H. Rankin Company of New York in preference to others, we found, after careful investigation and comparison, that they were convinced we have unusual and exceptional service in copy, art, sales-cooperation, thorough knowledge of publications, and detail service to offer. Also, that we had the ability to analyze their particular problems and outline a definite plan intelligently to guide their whole sales and advertising effort.



RANKIN Service is founded upon this thorough and intimate knowledge of all the factors that enter into comprehensive and complete advertising service.

Like other organizations the strength and value of an advertising agency must be measured by the training, experience and ability of the men who compose it. We have long recognized this fundamental principle, with the result that the men who compose our organization, in proven record of accomplishment, stand second to none.



FOR three years we have been developing our New York Service, and today it is complete in every particular.

In addition we offer a plus-service through our Chicago organization. In both offices we have one hundred and twenty-five carefully chosen people. Our business of twenty years standing is steadily growing.

We invite other advertisers, who have in mind investigating advertising agency service, with a view to getting superior service, to investigate Rankin Service. You will incur no obligation, and we feel an interview will develop to our mutual benefit.



United Typothetae of America

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

608 SOUTH DEARBORN ST.
CHICAGO

OFFICE OF THE PRESIDENT

March 20, 1919.

I am curious about the opinion of you advertising men. For I get much enjoyment from numerous talks with my good friends among advertising men. But, whenever "mediums" enters the discussion, I am always perplexed.

An agency man proudly outlines the enterprise of a client who plans "twenty-six Post pages;" an advertising manager speaks of the strong strategic position of his painted bulletins; an advertiser refers to the positive returns he enjoyed from car cards; the newspaper man injects a fact-story of results from the unique use of moderate size space.

Yet—every man of them uses Direct Advertising liberally—locally and nationally—and with marked profit.

I've wondered about so much soft-pedaling on Direct Advertising. No one disputes its tremendous force for sales, when intelligently used. Then is it so little discussed because it is a foregone conclusion that everyone uses it? Is it so positive in its value that advertising men do not regard it with the differing opinions that apply to other mediums?

If the answer is "yes," why do people refer to "waste-basket advertising?" Do they mean the Printer was at fault in reducing the advertiser's idea to paper—or was the idea faulty?

U. T. A. Printers certainly are not at fault. For they are *not* mere assemblers of press impressions and paper. They are Printers of *advertising appeal* in its most forceful form.

Some members of this Association maintain their own advertising service departments, the better to aid the customer in cashing in on his printing investment.

Others use our Central Advertising Bureau to the limit—and this Bureau, by the way, is at your service, too, through your local U. T. A. Printer.

In spite of your versatility as advertising men, unquestionably there are many times when you are eager for suggestions and exchange of ideas on Direct Advertising plans, or profitable harmony between message, type composition, ink and paper.

Consult our Advertising Bureau *through your local U. T. A. Printer*. As an ambitious, thoughtful business man he has certain ethics to guide him, certain standardized business systems to follow, (estimating, cost and accounting methods).

There's great satisfaction in doing business with the business man. We of this International Association think so. Does it strike a responsive chord with you?

It was to place the printer in an increasingly strong position for service that the Advertising Bureau was established. When a business man or firm, not already having advertising service affiliations, wishes counsel or actual copy, layouts, sketches, etc., the U. T. A. Printer can furnish them through his own service department, or by transmitting the request to the Advertising Bureau at headquarters offices.

We hope, in this way, to sidestep that "wastebasket" evil with increasing agility. The better the advertising idea, naturally the better the returns. But—it also takes such Printing as you will get from the sincere, capable U. T. A. Printer.

Is this Direct Advertising co-operation with the Printer of interest to advertising men?

That's another point over which I've wondered.

One answer would be to consult your local U. T. A. Printer the next time. Members are in practically every city or town, and are identified by the accompanying Trade Mark on their stationery and at their places of business.



President,

UNITED TYPOTHETAE OF AMERICA

A Race *for* **PRODUCTION**

Cotton Manufacturers Overwhelmed with Orders

SINCE the war started cotton textile mills have been rushed with orders. Customers begged shipments: The Government commanded. Every known means of speeding up production was used. The race for production was never won; until the armistice the mills never caught up.

Twenty-four hours a day operation was the order. Now, for the first time, mill managements have time to take stock, to plan replacements, and improvements. These plans are maturing.

This is the time, right after these prosperous years, to push your sales campaign to the textile field. This industry ranks with the iron and steel industry in magnitude.

Mill managements buy all kinds of factory equipment, stocks for company stores, supplies for mill villages, nurseries, boarding houses, schools, restaurants. The list is too long to give complete.

COTTON has the information, ask for a frank statement regarding your goods.

In the textile manufacturing field, the power plant field, and the hardware field respectively the Smith Publications can serve you most effectively in the South.

W. R. C. SMITH PUBLISHING CO.

Members A.B.C. & A.B.P. ATLANTA, GA.

SOUTHERN ENGINEER

A monthly power plant engineering journal

COTTON

A monthly textile production journal

SOUTHERN HARDWARE & IMPLEMENT JOURNAL



War Inventions for Peace Use

IN speaking before the New York Editorial Conference last Friday, Dr. George E. Hale, of the National Research Conference, urged the great importance of continuing during peace the investigation and research work started by war. The National Research Council is a war body that was formed for the purpose of co-ordinating all of the research and scientific work of the nation and for directing it into channels that would help in winning the war.

Dr. Hale said that the marvelous scientific advances which have been made during the war show quite clearly that fundamental scientific principles should be studied more for utilization in peace. He mentioned, for example, the work which was done in developing devices to detect submarines. Here is something that science could have previously developed but did not, because there was no apparent necessity for doing so. Now, however, that the devices are in existence they will undoubtedly be used on vessels to detect the presence of dangerous icebergs in the water. This is an instance of how war inventions will be likely to become permanent commercial products.

As another illustration, the speaker told how the war found more helium. This substance was discovered years ago, but there was so little of it found that not very much could be done with it. The war, however, created a need for helium, and forced us to find new stores of it. The great weakness of the Zeppelins, the Doctor said, was that the bags were filled with hydrogen gas and, of course, that is highly inflammable. Gun fire easily set fire to the Zeppelins. This weakness eliminated the Zeppelin as a practical device in the war. Our scientists realized, however, that the Zeppelin could be employed, provided helium was used in them in place of hydrogen gas. Helium has the suspension properties of hydrogen gas without its inflammability. We set

about looking for helium and found that a small percentage of it could be obtained from natural gas. As a result, several thousand cubic feet of it were ready for shipment to France when the armistice was signed.

The inference of the address was: The war nerved us to do many extraordinary things, in science, in industry, and in commerce that we could do always, if we would draw upon principles which are known to science, and which only need to be applied to practical use to make them valuable.

Advertising Committees to Aid Inter-Racial Council

A number of advertising men, advertising-agents and representatives of publishers' organizations were recently tendered a luncheon by General Coleman du Pont, chairman of the Inter-Racial Council. The purpose of the gathering was to discuss means of carrying out the work of Americanization of the foreign press in this country, in which the Council is so greatly interested.

At the meeting an Advisory Committee was formed to co-operate with the Inter-Racial Council. Joseph H. Appel, of Wanamaker's, was appointed chairman of this committee, and the other members of it are: F. J. Ross, of the Blackman-Ross Company; H. K. McCann, of the H. K. McCann Co.; W. H. Rankin, of the Wm. H. Rankin Co.; Francis H. Sisson, vice-president Guaranty Trust Company; M. W. Harrison, secretary of the Savings Bank Division of the American Bankers' Association; F. W. Ayer, of N. W. Ayer & Son; Jesse H. Neal, executive secretary Associated Business Papers, and James O'Shaughnessy, executive secretary American Association of Advertising Agents.

This committee will study all this country's foreign papers with a view of getting them to stabilize their advertising rates, and to help them to sell American ideals and principles to our foreign-born citizens. The idea is that if a foreign paper can successfully promote Americanism, it can also sell American products through its advertising.

Fletcher Company's Additions

Francis P. Daily has returned to his former position as director of publicity for the Fletcher Company, Philadelphia. Mr. Daily served in the publicity division of the office of the Surgeon General at Washington.

H. S. Buzby, recently discharged from the Service, has joined the Fletcher sales department. Before entering the Army he was Philadelphia manager for the Chilton Publications.

Employees Subscribe to This House-Organ

"Internal" Publication of Chase Metal Works Is Better Thought of for This Reason, Is the Belief of Publishers

IN these days of industrial reconstruction and labor unrest the importance of a house-organ for circulation among employees is appealing to a wide range of manufacturers in many fields. They want a medium of communication with their men, a tie that will bind the men more closely to the organization and to one another.

The internal house-organ, properly conducted, is known to accomplish this result, and so manufacturers enter the publishing field.

Frequently they stumble along and make mistakes, for they have to experiment with something new to them and entirely different from any thing they have before attempted. Consequently, if they can get a line on the experience of others they are apt to save themselves many a hard jolt that they would otherwise inevitably encounter.

One difficulty is to get the men to read the house-organ. When the Chase Metal Works, of Waterbury, Conn., decided to publish an organ for circulation among their men it was realized that this difficulty might be encountered. To make the men value the paper sufficiently to take copies home and read them, it was decided to put a subscription price on it of 50 cents a year. The paper, it may be stated, is really published by the men themselves, as will be seen in the account of it which follows, furnished PRINTERS' INK by W. B. Fairfield, the managing editor:

"Before starting the paper we were advised that such a publication should be made free to employees if we wanted to make it a success. It is probable that this argument was based on the fact that most of our advisers conducted their papers through a

welfare or employment department. Such being the case, their magazines were of an editorial make-up which would not warrant a subscription price. Safety instructions, 'Don'ts' to employees, 'Suggestions,' accounts of welfare work, personal paragraphs which discussed the activities of the same few people each issue and 'fillers' in the form of matter clipped from humorous journals usually filled up the eight, twelve and sixteen pages.

MEN DECIDE TO PAY FOR THEIR PAPER

"Our desire was to publish a paper regularly every month. In our mind, this should be continued for a definite length of time. In order to secure this permanence and continuity, we felt that such a paper should have an appropriation from the management or a paid-in fund sufficient to carry on the publication. As a matter of policy, we favored a regular paid-for monthly. In the first two issues the question was raised with the employees, as to whether they would subscribe for the subsequent issues. When put to a vote, the employees themselves decided that it should be regular and paid-for instead of spasmodic and gratis.

"In the beginning, the superintendents of the three plants and the office manager were made editors over their divisions of the companies. They appointed five reporters. After the first two issues, the managing editor and the business manager, who represented the interests of the management in regard to the paper, were able to make suggestions regarding changes in the staff. The staff, as it is to-day, is an organization of twenty-five men who each week fill out a card with suggestions for news items which

How the Ten Department Stores of Boston Used Space in Evening Newspapers of Large Circulation

*Week-Day Advertising Figures
For the First Two Months
of 1919 :*

BOSTON AMERICAN	-	198,448	Lines
BOSTON TRAVELER	- -	155,258	"
BOSTON GLOBE	- - -	105,220	"

*These figures show a gain over 1918
for the Boston American of 37,207,
or 28 per cent.*

—News Makes Readers
—Readers Make Buyers
—Buyers Make Results

THE BOSTON AMERICAN

has the features that *make* readers.
Arthur Brisbane's famous editorial
column "Today,"—John Temple
Graves' Washington letters—articles
by Mrs. Wilson Woodrow, Garret P.
Serviss—comics by McManus,
Herriman, Hershfield, Tad, Sterret,
and others, together with *all* the
news of *all* the world.

**A Modern Metropolitan Newspaper. With
a Great and GROWING Following.**

THE MARINE NEWS

LARGEST MARINE PUBLICATION
IN THE WORLD

Exclusive news features in each issue that are recognized as authority by the shipping industry.

A record of contracts, details of every vessel being built in every shipyard in the United States and Canada, covering over 800 shipyards. A most valuable compilation for manufacturers of shipbuilding supplies as well as for purchasers of vessel property. Not published in any other shipping publication. A monthly feature in the Marine News.

Ship Sales, a complete record of vessel transfers in all ports of the United States. An exclusive Marine News feature.

News of the shipyards, being items of business interest secured from our correspondents in every important sea-port, each item having a direct business value, enabling manufacturers to ascertain where orders for shipbuilding supplies can be secured.

The Marine News carries over 1,100 advertisements in every issue of which 1,050 advertisements are on a yearly contract basis.

Many special services to advertisers include a *weekly Tip Sheet*, an information bureau, special lists, such as shipbuilders, ship-owners, ship-chandlers, brokers, etc.

Although issued monthly the Marine News in each issue contains more exclusive news than any other shipping publication daily or weekly, indicating that the Marine News covers the field more extensively than any other contemporary publication.

100 per cent. efficient in circulation.

Member of A. B. C.

15% Commission Paid to Agencies

MAIN OFFICE

THE MARINE NEWS, 16 Beaver Street, New York

Offices :

CHICAGO
BOSTON

SEATTLE
PHILADELPHIA

NEW ORLEANS
CHRISTIANIA

SAN FRANCISCO
LONDON

have come to their attention. The serviceability of a reporter is decided by the number of acceptable items he suggests.

"The vote having decided that the newspaper should be published regularly and supported by a 50-cents-a-year subscription price, a campaign to secure subscriptions was started. The results of this 'drive' were satisfactory.

"The editorial policy is similar to that of a regular newspaper. We try to print only such items as are of direct interest to the employees and the local brass industry. The make-up is similar to that of a newspaper. We, perhaps, use more illustrations than seem necessary, but they are for the benefit of the foreign workman, whom we found anxious to subscribe. We do have one feature which is more like a magazine than a newspaper, and that is the full page industrial illustration on the front cover.

"We started off with a joke column but found that the reporters would contribute principally to this section of the paper. This was discontinued with the last issue. A few personalities, which were of interest to one or two persons, were printed in the first issues. In the future, such items will be returned to the reporter or writer with an explanation of why they are not used. We seek items which are of interest to a large group of employees. In fact, in order to be able to print a large number of names, we may resort to the time-worn scheme of running off the subscription list.

"We have already found that by attaching a value to the eight printed pages, 9 x 12, that the employees give it respectful attention. This, we feel, will be noticeable to a greater degree as other issues are printed. Such a circulation is popularly called 'preferred,' is it not?

"Inasmuch as the staff is catering to a subscription list, it is easier for the managing editor to insist that the quality of the news be higher than that found

in the usual internal house-organ.

"The management of the companies have had an opportunity to proofread the galleys each month, so the forebodings of opponents to the paid-for plan that a house-organ in the hands of employees would be dangerous have proven groundless. In fact, the management has felt that it was not a bad plan to buy up and mail out to customers and friends the leftover copies. They have under consideration the proposition of taking out a few hundred subscriptions for a preferred mailing list.

"Our experience may be of benefit to companies who are now contemplating getting out an employees' bulletin. We realize that paid-for publications of this nature are in the minority. However, you may desire to have our viewpoint to compare with that of the others who advocate gratis publications."

Department Store Delivers Goods by Airplane

What is described as being the first load of merchandise ever delivered by airplane from a department store to a customer was sent last week by Lord & Taylor of New York to a suburban customer. The shipment consisted of a bungalow bed, floor lamp, fireless cooker, three pillows, two dozen linen napkins, two table cloths, a dozen Turkish towels, one taboret, one carpet sweeper, one percolator, and a 9 x 12 rug.

A duplicate shipment, together with airplane engine, displayed in Lord & Taylor's store on Fifth Avenue, drew crowds of curious shoppers.

K. A. Wilson With New York "Commercial"

Kirtland Allen Wilson, financial writer, has joined the staff of the New York *Commercial*, as assistant to the president, Russell R. Whitman. Mr. Wilson was at one time with the Brooklyn *Eagle*, and later with the New York *Herald*. He also served as editor of *Financial America*. For the past year he has been connected with the National War Work Council of the Y. M. C. A.

Edgar D. Sisson, formerly managing editor of *Collier's*, and later editor of the *Cosmopolitan Magazine*, has resigned as general director of the foreign section of the Committee on Public Information. Mr. Sisson returned from Europe last week on the *Mauretania*.

Flintkote Company Cuts Prices to Pre-War Level

**Protects Trade on Falling Market
—Prices Fixed without Regard to
Cost, in Order to Stimulate Build-
ing—Believed That Lowest Level
Has Been Reached**

POCKETING its loss represented by stocks manufactured of high-priced raw materials, The Flintkote Company, of Boston, recently announced to the trade a sharp price reduction, placing the cost of roll roofings and asphalt shingles at approximately the same level as prevailed before the war.

According to C. E. Rahr, general manager, this is done to remove any possibility of anyone buying stocks of roofings during the period within which prices should come down rapidly. "We went to the bottom, and by the bottom we mean selling prices based on the lowest raw material prices which we can have any reasonable hope of obtaining within some time to come.

"The cost of the finished goods and raw materials in our stock did not warrant any price reduction. As is apparently unavoidable under these circumstances, we took our 'shrink' and 'wrote off' the extra cost of all finished goods and raw materials we had on hand to bring their prices down to the level of the lowest known market prices for raw materials. Our selling prices of today entirely disregard the actual cost to us of the materials we are selling.

"We had several reasons for doing this. One was to have the shrinkage take place in our stock rather than in yours. A second was to allow you to have justified confidence in the stability of our prices. A third was to allow you to pass this confidence on to builders and owners who naturally want to know that prices are reasonably stable before they resume building. And last, but by

no means least, was our sense of duty in connection with the present labor situation. If, because prices are not stable, you are not buying and as a result our factory is not in operation, we ourselves are not employing labor. Consequently, unless we did all in our power to stabilize prices, thereby helping to remove obstructions in the way of a resumption of general building, we would be shirking one of our 'readjustment' responsibilities.

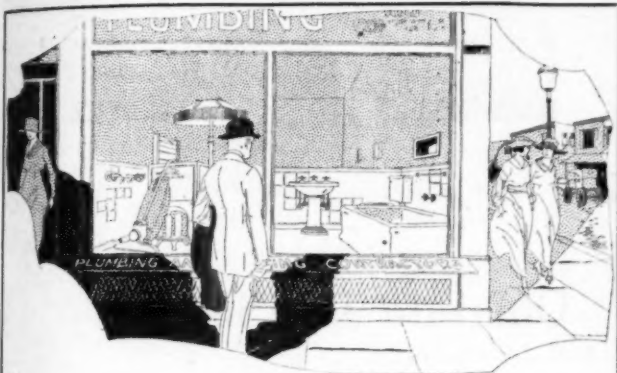
"We believe that our prices are as low to-day as there is any prospect of their being within a number of months to come. We further believe that our prices, which will always be as sound as we can make them, are tending upward, making the present an advantageous time to buy.

"The resumption of general building will do much to provide employment. Every bit of building material sold helps to induce building, which in turn absorbs labor. For several years normal building activity has been retarded by a number of war restrictions, including war prices, and it is the consensus of opinion of practically all authorities that with the advent of spring and reasonable stability of prices, a volume of building larger than ever before will be at hand."

In an announcement published last week, the company compares prices of February 17, 1919, with quotations in effect April 1, 1917, showing that in many instances present figures are below those prevailing before our entrance into the war. "And it may be interesting to PRINTERS' INK readers," commented Mr. Rahr, "to know that our action in cutting prices has brought about a flow of business which is quite satisfactory to us at this moment."

Jas. Imrie Opens Advertising Office

Jas. Imrie, formerly with Norris Patterson, Limited, Toronto, and recently advertising manager for R. S. Williams & Sons, Limited, music dealers, Toronto, has gone into business for himself as an advertising counsel in Toronto.



The Plumber On Main Street

He is the live-wire chap who is a regular reader of **DOMESTIC ENGINEERING**. Its timely, practical articles on merchandising, as well as its high-grade technical information, appeal to the alert, up-and-coming members of the trade. That is why the leaders in the business the country over are on the subscription records of

DOMESTIC ENGINEERING

The Weekly Paper of the Plumbing and Heating Trades

The regular readers of **DOMESTIC ENGINEERING** are the high-rated, above-the-average members of the trade—business men whose accounts are well worth having on your books. Have you ever thought of them as distributors of your product?

These successful plumbing and heating contractors throughout the country are in position to handle specialties or accessories connected with the use of water, gas or electricity, as well as plumbing and heating goods.

The direct way to reach these live merchants is by the use of **DOMESTIC ENGINEERING**—*The Straightest Road to the Plumbing and Heating Contractors of America.*

DOMESTIC ENGINEERING

407 S. DEARBORN ST. - CHICAGO.

Member of Audit Bureau of Circulations



Out Into The Suburbs— Next Issue!

Once a year the New York City Telephone Directory spreads its wings and does just a little bit more than its customary job of covering New York City thoroughly.

That's when the May issue comes along and a big part of it goes out into the suburbs *on demand*.

We say "on demand" because there's something like 81 cities, towns and villages surrounding New York City for which the Big City is the logical trading, and therefore, telephone center, and the telephone users in these communities demand and receive the Big Book. And remember it stays in these suburban communities one whole year!

A big chance here for the advertiser to cover the Metropolitan area in one issue and in one medium.

What other medium will cover this territory so well, stay so long, serve so persistently and do it so economically?

We've got information for national and local advertisers who are interested in this territory. Ask for it.

NEW YORK TELEPHONE COMPANY

Directory Sales Department

15 Dey Street, New York City

Telephone Cortlandt 12000

Laboratory Produces an Advertisable Commodity

(Continued from page 6)

on it, but it was as opaque as a Childs' restaurant coffee cup, and the other had the translucency of the pearly teeth of a grand opera star, but you could crush it between your fingers."

The Board of Directors did not look very happy, but Mr. Smith's faith was sufficient to persuade them to go ahead. As is always the case with faith that is strong enough, it was suitably rewarded. On February 3, 1916, Dr. Vogt rushed into Smith's office, chanting a delirious refrain to the effect that he had got it!

It is hard for me to write this story without making it seem like an enthusiastic endorsement of a commercial product; but in justice to all the parties concerned, it is only fair that I should report what Vogt said to Smith. It was:

"I have put my picture puzzle together. I can go no further. But even if I could, it would be no use. This stuff is the ultimate."

To the average advertising or business man, it would seem that the next step would be a simple one. Begin making the new stuff as fast as possible; advertise it to beat the band; and then sit back and watch the money come rolling in!

There are two things, however, which complicated the situation for the Smith company. The first was the rigid professional ethics of the Mellon Institute. The second was the rigid professional ethics of dentistry.

The Mellon Institute was decidedly concerned about the success of the new product. It looked all right. It seemed to work out all right; but they didn't propose to have this product put on to the world at large as being something the Mellon Institute had created, and then have it fall down. Their own pride was involved in mak-



"The World is yours
Punch"

**BOTH
AT HOME and ABROAD**

"PUNCH"

has

**NO EQUAL FOR
CREATING SALES**

in

**HIGH-CLASS
TRADE**

A LEADING Advertising Agent, handling the business of many important firms, writes:

"There is no medium to equal 'PUNCH' for creating sales in high-class trade at home and in the Colonies. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades."

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street
London, Eng.

LOUISIANA & MISSISSIPPI

FIELD and FARM FACTS

LOUISIANA

produces 96 per cent of the entire sugar output of the South.

Regularly grows more rice than all other States combined.

Led the South in cotton yield per acre in 1917; clearing more profits per acre.

Ninety million dollars is the value of the State's 1918 sugar and rice crops.

It so happens that in the sugar and rice regions *Modern Farming's* circulation is heaviest per farming capita.

MISSISSIPPI

stands first among all States in area of the most important land-enriching legume of the South—Cow-peas; growing 1,300,000 acres in 1918.

Normally ranks fourth in Southern cotton production. The State's 1918 cotton crop returned \$202,000,000 to Mississippi farmers.

Has recorded more advancement in dairying than any State South.

This remarkably rich portion of the South is served by the one State Farm Paper of this section.

MODERN FARMING

G. E. NESOM
Editor

A. B. GILMORE
Publisher

Published Semi-Monthly
at 210 Camp Street
New Orleans, La.

Representative:
E. Katz Special Advertising Agency

ing sure that it was one hundred per cent, before it was released to the world.

The difficulties which the ethical standard of dentistry cause for the manufacturer of an advertised product are already well known to our readers. Dentists, like doctors, resent bitterly the slightest suspicion that they are being *crowded* by a manufacturer into the use or recommendation of any product—and rightly so. The old familiar feat of walking on eggs is as rough and boisterous as a Russian peasant's dance, compared to the delicate maneuverings which are necessary for an advertiser in a case like this.

How the company managed to kill both these warv birds with one stone is a tale which should interest readers of this publication.

INITIAL DISTRIBUTION OF SAMPLES

Six months after the fateful day on which Dr. Vogt broke the news of his discovery, enough of the new material had been produced to make up 1,031 sample packages. None had yet been sold. No advertising had been done. The company thereupon proceeded to distribute these samples to 1,031 dentists in all parts of the United States, and a few foreign countries.

These men were asked to use the new filling material freely during the coming year, and were promised that they would be given ample material to supply their needs for that period of time. Large packages were also made up for use in the infirmaries of several representative colleges of dentistry. By this time, a few practitioners had begun to hear about the material, news of which had appeared in Associated Press dispatches and other newspaper articles, as being a remarkable new product of the Mellon Institute. The dentists who sent in to the company and asked for samples were, of course, supplied. However, the product was not on sale; it did not even have a name; and the profession were told very frankly that it would not be on

A Clipping which Tells the Story—

248

SCIENTIFIC AMERICAN

Published by Scientific American Publishing Co.

Founded 1845

New York, Saturday, March 15, 1919

Munn & Co., 233 Broadway, New York

Charles Allen Munn, President; Orson D. Munn, Treasurer
Allan C. Hoffman, Secretary; all at 233 Broadway

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Entered at the Post Office of New York, N. Y., as Second Class Matter

Trade Mark Registered in the United States Patent Office

Copyright

*The Journal to Which Leaders in Science,
Business and Industry Turn for Authentic
Information*

Woolworth Building
New York

People's Gas Building
Chicago

PRAIRIE FARMER

103% G-A-I-N

Total lineage first two months 1919
over same period 1918—and last
year was a big year.

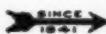
Comparative Lineage

	1919	1918
January - - - -	93,447	43,285
February - - - -	101,010	52,352
Total 2 months -	194,457	95,637

A copy of Prairie Farmer's
Illinois Tractor Survey will
be sent on request to adver-
tising agencies or manu-
facturers



First in
Illinois



PRAIRIE FARMER—Chicago

BURRIDGE D. BUTLER, Publisher

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sale until the company knew that it was what it appeared to be. Here, for example is an advertisement which appeared in *Oral Hygiene* as late as June, 1917, when the experiment with the 1,031 dentists had been in progress for ten months:

TO THE PROFESSION:

(This announcement is necessitated by the general query—prompted by articles appearing without our authority in the public press—regarding an undertaking in which we have been engaged for now nearly three years.)

Before the end of the present year we expect to give to dentistry a new filling material.

The substance is basically a silicate, but seems to possess characteristics peculiar to no other like material; a combination of qualities that apparently reproduce the natural tooth in appearance and strength.

It is the result of two years' research conducted in our behalf by C. C. Vogt, A.B., A.M., Ph.D., of the Mellon Institute of the University of Pittsburgh.

For the first time in the history of dentistry, the profession has been asked to co-operate with a manufacturer making an effort to determine the quality of a product before offering it for sale.

One thousand and thirty-one members of the profession have been working with us since August, 1916, in an exhaustive, practical test in the mouth, as have several dental colleges.

Their final reports have not yet been received.

None of the material is for sale nor will be sold unless the test referred to terminates successfully. No literature or samples are yet available.

The next issue of this and other journals will contain further particulars.

At the time when the samples went to the first 1,000 dentists, W. Linford Smith wrote a pamphlet under the title of "An Unfinished Story," which was sent to all these dentists and to a number of others.

I know quite a number of professional writing men who would give their eye-teeth to be able to put together English in the clear and simple way Mr. Smith employed. His booklet told in a plain and unvarnished—and for that reason all the more fascinating—manner, the essential facts which I have narrated here not half so well.

At the end of the year, the 1,031 dentists sent in their reports. Again, I do not wish to put enthusiasm about a product into a story which describes the way in

PRINTING

CATALOGS—BOOKLETS—FOLDERS
TRADE PAPERS—HOUSE ORGANS

We are entering an era of business expansion—the greatest expansion this country has ever known.

In the consequent enlarged program of manufacturing, advertising, selling and merchandising—catalogs—booklets—folders—broadsides—house organs—publications—magazines—trade papers—will play a vital part.

Our business is to print these—particularly big editions—and to get them out well printed, inexpensively, and on the date promised.

You're now planning your work and preparing to work your plan. Somewhere you will use quantities of printed matter. Let us know what you have in contemplation, and the chances are we can offer some valuable suggestions that will save you time—money—and, possibly, disappointments.

KENFIELD-LEACH Co.

614 FEDERAL ST. CHICAGO, ILL.

Printers of 101 Publications

DO YOU WANT REPRESENTATIVE IN PHILADELPHIA ?

High grade salesman—now Sales Manager of manufacturing concern doing nationwide business—is looking for connection with firm desiring representation for well advertised mechanical product. Commission and nominal drawing allowance is the working basis desired. Well qualified in selling ability, energy and acquaintance to put your product across in Philadelphia territory. References that will prove experience and character. "D. B." Box 76, Printers' Ink.

Sales Promotion Manager

Thoroughly experienced in preparation of copy, purchase of printing and advertising, planning campaigns, dealers' service, organization and management of department. 3 years' retail experience, 4 years with national magazine; 1 year large construction organization. College graduate, age 30. Now in publicity work for government but soon available for connection as advertising manager or assistant.

"D.D.S." Box 78, Printers' Ink

George Robb Collins

Advertising

332 South Michigan Ave., Chicago, Ill.

This will tell my old friends,—Clients—former associates—and employees in advertising—that after a year and a half with the Field Artillery, I have returned. When I left for the Service I sold out my interests in the old Company, which I helped build up to be a well established and fast growing organization.

I am a repeater with plenty of ammunition, and my new agency will be heard from.

TWO POSITIONS OPEN

I am looking for a seasoned, high grade man, with Agency experience, who knows he knows merchandising, plan and copy.

Also in the market for a man who is a live solicitor, influential with advertisers in the Middle West and talks facts, not theory.

State qualifications and salary expected.

which that product was invented and marketed. Sufficient to say that the company found these reports eminently satisfactory.

Here again, however, there was a difficulty. You cannot use testimonials given by individual dentists in advertising the product, mentioning the dentists by name without risking their displeasure. Moreover, since the test had been made largely with the co-operation of the Mellon Institute, the company regarded all the reports that came in as the property of the Mellon Institute and deposited there all the correspondence and other papers dealing with the subject. However, a way around this difficulty was found.

THE "TESTIMONIAL" PROBLEM

A new committee was appointed, this time consisting of three members, all dentists of high standing, and all past presidents of the National Dental Association. These three men visited the Mellon Institute, and went carefully through the mass of documents. Then they wrote a letter to the manufacturing company, stating the salient fact that they had examined the reports, and that they "cannot fail to be most favorably impressed with the uniformly good reports received from all sections of the country." Here, at last, was something which could be used with perfect propriety in advertising. Also, it carried conviction.

The next step was to send a little sample of the substance, which in the meantime had finally received its name of "Smith's Certified Enamel," to every dentist in the United States. For "An Unfinished Story" another booklet was now substituted, entitled "The General Manager's Story." The first five chapters of this were the same as they had been in "An Unfinished Story," but it then went on and gave them the rest of the tale, quoting the letter of the Board of Review, and also quoting a letter from Director Bacon of the Mellon Institute.



*Good, Better, Best,
Never let it rest;
Till the Good is Better
And the Better Best.*

Gotham can give you what you want.

Our staff consists of experienced artists who know what business men want and how to produce it in a business-like way—on time.

Our service includes all branches of advertising art. We use our skill to graphically present the product and its selling message thru illustration.

On request, we will gladly send examples of Gotham work, which will indicate better than anything we can say just how we can be of assistance.

GOTHAM STUDIOS INCORPORATED

1133 BROADWAY

NEW YORK

GOTHAM for Art Work

100% of Our Readers are Monied Men

No Waste Circulation

If you want to get your full money's worth in advertising, to men of means, consider—

The Magazine of Wall Street represents practically 100% Buyers. Its readers consist of the most progressive type of big business men and executives—men who have the money to spend in gratifying their every want and whim and that of their families. They are the men in the big organizations who dictate the spending of money for office appliances, equipment, etc.

There is no waste circulation when you buy space in the Magazine of Wall Street. Our advertisers pay for 100% Buyers and not for a small percentage of buyers as is the case in newspapers and general publications of large circulation.

We want to prove the value of the Magazine of Wall Street to you. Just drop us a line and we will send you full data on our circulation. Address

ADVERTISING DEPARTMENT

**The MAGAZINE
of WALL STREET**

42 Broadway, New York City
New Telephone Number—Broad 5793

The Magazine of Wall Street has the largest proven paid circulation of any financial publication in the world.

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This booklet, printed by the Roycroft printshop at East Aurora, New York, in their well-known format, was sent with the samples to the entire dental profession.

By this time, the advertising campaign was in full swing. Since the product is one that is used exclusively by the dentists, and in which the public is supposed, under the ethics of the profession, to have no interest whatever (being merely the owner and user of the teeth in which it is placed) the dental professional magazines have been the only mediums used. Another booklet was prepared which went not only to the profession, but to the dental supply houses. The front cover of this booklet was a photograph of the entrance to the Mellon Institute of Industrial Research, showing the tablet above the door on which is carved the message of the Institute:

"This building is dedicated to the service of American industry and to young men who destine their life work to the industries—the goal being the ideal industry which will give to all broader opportunities for purposeful lives."

Before the sample packages and the copies of "The General Manager's Story" had been sent out to the dentists of America, the main drive on the dental supply houses had already begun. The salesmen for the company were armed with leather-bound portfolios, containing proofs of all the copy in the advertising campaign. They were also given a few specimen boxes just to show what the packaging was like. They were specifically instructed to sell the advertising campaign to the dealer, rather than the product itself, since they were not permitted to show testimonials from any of the men who had used the filling.

W. Linford Smith reports that the salesmen succeeded on that first trip in convincing about 99 per cent of the dental supply houses that Smith's Certified Enamel was worth stocking. Shipments to the trade were planned to arrive at about the same time



New Ways to New Markets

WITH America leading the world in exports, progressive men are studying the principles, practice and technique of Foreign Trade. Prepare now for your part in the greatest business expansion in history.

Learn to direct, handle and understand overseas commerce. More than 1300 picked men have enrolled in our Foreign Trade Course in the past three months. Our booklet, "The New Foreign Trade" tells of these bigger opportunities and how to meet them. A post card will bring it. Address

BUSINESS TRAINING CORPORATION

233-A Cameron Bldg. New York City

"Sig-No-Graph Selling Points"

No. 3



Make the display of your merchandise in the dealer's window an asset instead of a liability. A Sig-No-Graph makes the sales climb.

Write for booklet, "Sig-No-Graph Selling Points."

THE SIG-NO-GRAPH

NATHAN HERZOG
433-435 South Dearborn Street
CHICAGO

*"Ask S. C. Baer, Director of Advertising,
The Monitor Stove Co., Cincinnati, O."*

Photoplay Journal

(DON'T CONFUSE THE NAME)

Forty thousand
guaranteed
monthly. Ninety-
five per cent sold
"over the counter"
(news-stands) every
month—because
they want it.

Published in Philadelphia
by **CENTRAL PRESS PUBLISHING
COMPANY**, 1315 Cherry St.

Represented in the East
by **S. M. GOLDBERG**, 303 Fifth Ave., N. Y.

Represented in the West
by **JOHN A. TENNEY**, Morton Bldg.,
Chicago.

that the samples reach the dentists, so that if a man used up his sample quickly and liked it well enough to want more of it, he would be able to call up his dental supply house and secure it. In fact, the magazine advertising urged the dentists to ask for an additional free sample package, in case he had failed to receive his own or wished another for experimental purposes.

Since that time, the advertising and sales efforts have pursued normal course of business enterprise.

Subsequent advertising has urged the dentist to make an experimental "mix" and see how adhesive it is. Other pieces of copy have reminded the dentist of the unusual history of the product. One advertisement with a novel "human interest" touch was published when Dr. Vogt volunteered for war service in Washington, and his place in the company's manufacturing laboratories and at the Mellon Institute was filled by his wife, who is also entitled to the mystic initials A.B., A.M., Ph.D., and is a Fellow of the Institute.

During the war, the United States Army used Smith's Certified Enamel for a part of the dental work done on the teeth of our fighting men, both in the United States and abroad, as did the Canadian Army. Naturally, this fact is regarded by the company as being pretty good evidence of the quality of the material. It is only natural, of course, that dentists who became acquainted with the product in this way, and who have now returned to their private practice, will not only be in a position to use it in their own offices, but also to tell other dentists about it.

The interesting thing about this campaign, as the writer sees it, is not only that it shows how one can make a tactful detour around the stumbling block of professional ethics, but the possibilities it reveals in regard to "making a product to order" to fit an existing and unsatisfied demand.



That's where most coated cover papers fail!

They fail because they haven't the strength or folding qualities to hold together at the backbone.

Most coated papers are not made for strength and therefore are not suitable for booklet or catalog covers.

LINDENMEYR

Wonderfold

is an ideal coated cover paper, carefully manufactured from long fibred body stock which gives it the strength necessary to withstand hard usage.

Wonderfold is a beautiful sheet with a surface not too glossy, but calendered sufficiently to give an excellent printed result. Be sure to specify Wonderfold for your next booklet, catalog cover or direct-mail folder.

Dummies or sample sheets
gladly furnished upon request

Established 1859

Henry Lindenmeyr & Sons

"Papers of Merit"

32-34-36 Bleecker Street, New York

54-56 Clinton St.
Newark, N. J.

16-18 Beekman St.
New York

530 Asylum St.
Hartford, Conn.

A Good Idea

for the conscientious and productive advertising manager is to use the

Chester Times and The Morning Republican

In Chester and Delaware County—*next to the Bible*—these dailies are accepted as the apostles of authenticity and naturally the "ads" they contain are in the same category.

Foreign Representative

FRANK R. NORTHRUP

303 Fifth Avenue, New York City
Association Bldg., Chicago

WANTED An Art Director

We are the partners in, and owners of, one of the best of the small advertising agencies in New York. We want an associate.

A man who is skilled in layouts and type; who can give distinction to good copy, and can employ artists and direct their work intelligently.

The man we want may be employed today in one of the larger agencies; he may be with an art company. He is the sort of man who does not answer advertisements of this sort, but who will be appealed to by this one because it offers him an opportunity to be a big factor in a growing business rather than a small factor in a business already big.

We need this man at once, and we invite frank correspondence from men of this description with the assurance that their confidence will be wholly protected. Address "R. B.," Box 75, Printers' Ink.

In the past few years, there have been very few purely accidental discoveries in medicine, in the mechanical arts, in electricity, or any other branch of applied science.

For the most part, the startling innovations and improvements nowadays are the result of someone's going after a specific problem in a painstaking and laborious way.

It is high time that business men were waking up to the possibilities which lie behind the uniting of pure research and the methods of modern business. If we are to retain our dominating position in the commerce of the world, we must do it not merely by making old familiar products as well as we know how, but by placing before the consuming public the new and improved articles which people have, without knowing, been wanting.

If we do not—somebody else will.

New Spanish Edition of Medical Journal

Medicina Clinica is the new quarterly Spanish edition of the *American Journal of Clinical Medicine*, Chicago. *Medicina Clinica* circulates among Spanish-speaking physicians, druggists, hospital assistants and jobbers in Mexico, Cuba, Porto Rico, Central America, South America, Spain and the Philippine Islands.

S. DeWitt Clough is the advertising manager.

K. S. Ballou With Morgan Mfg. Co.

K. S. Ballou, at one time New England manager for Bryant, Griffith & Brunson, and for a short while, on returning from the Service, connected with the Fairchild publications, has been made sales and advertising manager of The Morgan Manufacturing Company, Inc., Keene, N. H.

Patten Leaves Butler Brothers

W. F. Patten has resigned from Butler Brothers' advertising department to become advertising manager of the Sinclair Oil Company at Chicago.

With His Former Agency

A. W. Meyer, having been discharged from the army, has returned to the copy staff of the Chas. F. W. Nichols Company, Chicago.

Would Sell Railroad Stock Like Thrift Stamps

(Dr. Frank Crane, as reported in "Drill Chips")

THE other day I was talking to one of the officials of one of our foremost railroads and he said to me, "You are in close touch with the people; I wish you would tell me what the trouble is. We just had a law passed, up at Albany, which is very unjust to the railroads, and every time we come up before the legislature they give us a crack. Why is there this sentiment against the railroads?"

"I will tell you," I said, "if you want to know. The trouble is that you haven't any plain horse sense. You have plenty of the other kind, but none of the common, garden variety.

"The other day you wanted fifty-five million dollars. Where did you go? You went to a Wall Street meeting, where were seated a lot of gentlemen with protruding abdomens, and you said you wanted fifty-five million dollars. One of the gentlemen pushed a button and a porter came in, and the gentleman said, 'James, get the gentleman fifty-five million dollars,' and that is all there was to it. You always do it that way.

"Suppose you had gotten that money at the window of every place where you sell tickets in your railroad system, so that all the teachers, doctors, lawyers, merchants and thieves all over the country could have helped, and it would have been *our* road. *Everyone* would have had an interest in it. You haven't gone at the thing in the right way. You haven't realized that you are a public corporation. You call yourselves quasi public today, but the first thing you know, you will be wholly public; you will fool along until the United States comes along and gobbles you up some day. It has pretty near done it now."

Advertising Detail Man

will be out of Uncle Sam's service and ready for you about April 20th. Three years' experience with leading Eastern newspaper in office management and every phase of advertising detail. Age 27. For information, address "M. D. A.," Box 77, Printers' Ink.

WANTED An Associate

A man who has "made good" with an Advertising Agency—to join our staff of independent advertising specialists.

To qualify he must have the ability to sell advertising and handle accounts constructively; also control some ACTIVE business.

We have a very attractive proposition for the "right" man.

Apply by letter only, giving full particulars, which will be held in strict confidence.



Redfield & Fisher, Inc.
Established 1913
105 West 40th Street, New York.

SPECIAL REPRESENTATIVE WANTED

The New York Call

wants a
Special Representative
in the
National Field

The Call is the leading Socialist newspaper published in the United States. It was established eleven years ago. Right now it is placing contracts for \$100,000 worth of printing machinery, and will buy its own building to install this new equipment. It has never had a national representative, for the reason that The Call does not depend upon advertising to pay its running expenses.

However, last year, The Call

Gained 538,743 Lines

of advertising, in the local field.

We now feel that the time has arrived to have a special agency to merchandise The New York Call in the national field. We will be glad to get terms and conditions from representative agencies in position to merchandise a newspaper which has as great a purchasing power per thousand circulation as any newspaper published in America.

THE NEW YORK CALL,
GORDON NYE, Director of
Advertising, New York City

Printers' Ink's
forms close
Friday noon

Furthermore, the little fellows have the money. Big fellows haven't any. There isn't any money on Wall Street. I used to think they had it, but they haven't. All they have there is just pieces of paper. Do you know how much money J. P. Morgan had when he died, money—actual cash? He had about \$175.00. Why, a lot of barbers in New York have more money than he did!

Of course he knew where he could get it, but he didn't have it. Only poor boobies hang on to it. He had more sense than to keep it. He was sending his money all over the country, and it was working for him and making more money—that is the way rich men do.

And since the United States itself—the greatest corporation in the world—has, not been too proud or too big to get out and ask the servant girls and hired men to give twenty-five cents apiece, let us hope the big corporations, when this war is over, will have sense enough to do the same thing. Then you are on the road to the real democracy; when all your laborers have stock, even twenty-five cents' worth, in the corporation, they will be a little more particular about striking against it. The day of "ours" and "yours" will be past, it will all be "ours."

Breyspraak Secures New Accounts

The Victor C. Breyspraak Company, Chicago, is now placing copy for the Ideal Laboratories of that city. This agency also has secured the "Grozit" account of the Pacific Manure and Fertilizer Company, of San Francisco.

Sands Chipman Joins Thomas Dreier Service

Sands Chipman, for the past year special writer for the *Boston Traveler* and previous to that reporter for the *Boston Post*, has joined the Thomas Dreier Service, Boston, as editorial assistant to Mr. Dreier.

Hadley Joins Cable Co.

Earl L. Hadley, formerly with the Pennsylvania Track Company, Johnstown, Pa., and Libby, McNeill & Libby, Chicago, has been added to the advertising staff of the Cable Company, Chicago.

Winemiller & Miller

INCORPORATED

Illustrations for Advertising

Four Hundred and Fifty—Fourth Avenue



WE offer our clients the efficient service resulting from the unique combination of a photographic department, and an art department working in conjunction on one floor. This service, inaugurated by men who, for years have been buyers of commercial art, aims to meet a generally recognized need in the world of advertising.

Our photo-illustrative service does not start nor end with the click of the camera.

After getting the advertiser's idea of what he is aiming to produce, sketches are made for composition and general arrangement. All necessary properties and accessories are furnished and assembled by an expert. New and suitable models are secured and posed in accordance with the sketch. From this photographic basis our staff of artists builds the drawing, decoration and lettering necessary to make the pictorial feature of the advertisement complete.

Our most modern lighting equipment eliminates all possibility of the flat dull photo, which has formerly given such poor satisfaction in reproduction.

Our clients are assured of confidential treatment of trade matter.

Special Photographic Night Service to Agencies

Our photographic galleries are never closed, and for all copy brought to us up to midnight, prints will be delivered the following morning.

TELEPHONE
Madison Square 9588

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KITTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$50; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line-net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
A. D. MCKINNEY, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MARCH 20, 1919

Revolvable Fund for the Advertising Appropriation

PRINTERS' INK has received a number of explanations as to why Bannan Brothers, a St. Paul department store, in their "Nationally Advertised Week," failed to receive as much co-operation from manufacturers as they had reason to expect.

The net of the discussion seems to be that advertisers declined to respond to the store's fine offer because, as a matter of policy, they are obliged to protect their appropriations from the raids of the horde of miscellaneous special propositions that are continually coming up. Even if only a small percentage of these special offers were accepted, there wouldn't be

any of the appropriation left to carry out the regular campaign. Hence, any sort of siren offer, no matter how promising it may be, is turned down.

There is no doubt these advertisers are right. All advertising experience shows that nothing much is ever accomplished by an appropriation that is aimlessly scattered. Advertising success is won only through having a plan and sticking to it unflinchingly. Entirely too many advertisers are too easily swerved from their courses.

But just the same, many of these special propositions are exceptionally meritorious, and in passing them up, one and all, manufacturers may occasionally miss an excellent opportunity.

Perhaps it is not the best policy to decline all these offers indiscriminately. Maybe an occasional one should be accepted. In making this suggestion we realize that we are not advancing a new thought. Many advertising managers make provisions for the acceptance of good offers that come up that may be outside of the regular campaign. Many appropriations are elastic enough to take in an occasional worthy proposition that develops unexpectedly. As a matter of fact, Bannan Brothers' plan was accepted by a considerable number of successful advertisers. Evidently they are prepared to go in on good deals of a special character, without withdrawing any money from their regular campaigns.

Where an advertising manager is confined to a rigid appropriation, it might be a practical plan for him to have a special fund set aside, a revolvable fund, if you please, to be used only in case unlooked for offers of outstanding merit come along.

In this advertisers might get a suggestion from a common mercantile practice. Good merchants set a limit on the amount of goods they can buy for a particular department. This limit is determined by the turnover that is expected to be made in that department during the season or year. It is, of course, necessary to make

most of these purchases in advance of the season. The shrewd buyer, however, does not buy up to his limit at once. He reserves a percentage of the amount he has available to be used in case good buys come up later in the season. If he bought his limit immediately he would be obliged to pass up the many merchandise opportunities that are always put up to him as the year advances.

The same principle applies in advertising. As a rule, it is decidedly good judgment to "shy" from the special proposition, but the advertiser should have a little fund tucked away safely to enable him to grab anything exceptionally worthy that may bob up.

Are You On the Sucker List?

A humble member of PRINTERS' INK's staff hails with glee the advent of that dignified body, the Federal Trade Commission, as a writer of ready-made editorials. The first effort submitted for publication in this journal strikes a responsive chord. It tells how to get off the "sucker lists" of the sharpers who sell fake stocks. It seems that the war is responsible for a renaissance of these fakers. The Capital Issues Committee asserts that never in the history of the country has wild-cat investment practice been so flagrant—from coast to coast—as to-day. This is pretty discouraging, considering all that has been done by advertising men to clean up conditions.

The PRINTERS' INK man's personal interest in this subject is that he seems to be on not one but forty sucker lists. His telephone jingles merrily all day long and yields up choice conversation such as: "This is Mr. Bunko of Katchem & Fleesem. Did you receive that letter I wrote you about the Slicker Oil Company?—a wonderful investment opportunity, will pay much better than Liberty Bonds," etc., etc.

We are quite ready to believe the U. S. Treasury's statement that \$500,000,000 are being taken from the people every year in ex-

change for shares in worthless stock schemes. Surely there would not be such a flock of salesmen abroad unless the pickings were pretty good. And the particular people that are being sought are the holders of Liberty Bonds.

How to get off the sucker list? The Federal Trade Commission suggests sending to that body at Washington written complaints enclosing the printed literature of the sharper outfit. The PRINTERS' INK man hopes that the Commission is not merely collecting fake investment advertising but really intends to do something definite about it. Perhaps as good a place as any to start would be with the concern down in Wall Street which is training broker's clerks in how to become telephone salesmen of worthless securities.

When a Catalogue Reaches Its Limit

One of the most interesting advertising lessons of a generation is now being learned by the people who sell by mail. This is that catalogues and other direct mail selling propositions cannot of themselves always enable the firm to measure fully up to its selling opportunities.

Houses grow great and rich through selling by mail. When they desire to grow greater and richer they sometimes utilize other selling forces. This is so because it is an inexorable law that some retailers will not buy certain merchandise from catalogues. Perhaps they could do it. But they won't, despite the wonders worked in modern catalogue building.

A striking illustration is seen in the action of Butler Brothers in sending out road salesmen to supplement the selling efforts of their catalogue.

Now, Butler Brothers' catalogue which they issue every month, is conceded to be the absolute leader in mail-order selling at wholesale. The selling strength of this book has been referred to several times in PRINTERS' INK

—its remarkable physical make-up, each style of display having an individual merchandising message which the retailer could understand; its net guaranteed price system, which held good and made good during the sky-rocketing times brought on by the war; its placing of the merchandise of the world before its customers every thirty days.

Of course, this catalogue is going steadily onward to new selling achievements. Butler Bros. could sell with it exclusively and register a notable growth in business each month and each year.

But how about the business the catalogue cannot get—the business the house feels it is entitled to by virtue of its buying and distributing power, its quality and its prices? The company courageously met this problem by sending out men to call on certain classes of trade. These men do not work against the catalogue. They work with it. The result is not only direct sales that might not otherwise be made, but an increase in the selling efficiency of the catalogue itself.

One weakness of any catalogue selling to merchants—a catalogue issued on schedule time at regular intervals—is the difficulty of making advance showings of seasonable goods. At a time when the big buyer wants to be looking ahead to spring or to fall the catalogue necessarily is taken up with merchandise applicable to the month in which it is issued. In other words, some people want to do advance buying. Advance buying in some things cannot be done from a catalogue. Hence, the supplementary efforts of flesh and blood representatives.

Of course, what every concern wants—the catalogue concerns along with the others—is to have buyers visit the market personally and see the goods. There is a decided advantage in having customers come to market whether one sells by traveling salesman, by a catalogue, or by a catalogue and salesman. Bringing customers to market is really more nec-

essary for concerns without catalogues than for those with catalogues. A traveling salesman from the very nature of things, can offer only a limited line. A catalogue, on the other hand, can contain a faithful picture and a reliable description of each and everything the firm sells.

Even at that, everybody who sells goods knows his sales are greater when people are in actual physical touch with the merchandise.

Baltimore jobbers, including the Baltimore Bargain House, have an arrangement by which retailers' fare to market is paid. Somers, of Minneapolis, will pay customers' fares under certain conditions. Many manufacturers are willing to make concessions along this line, so advantageous is it to have customers in personal touch with their lines. Butler Brothers will not, under any circumstances, enter into any fare refunding arrangement with customers. But they often offer special house bargains on merchandise of which they may not have a sufficient quantity to put into the catalogue. The saving on these things can many times more than recompense a merchant for making the trip to market.

Even some of the retail catalogue houses prefer to have their customers come to market. Until recently the Gordon-Van Tine Company, of Davenport, Iowa, offered to deduct customers' railroad fare from the catalogue price of purchases.

Direct-mail selling is, in short, ridding itself of some of the prejudices which hitherto have limited its growth, even while allowing that growth to reach tremendous proportions. This is as it should be. Why should anyone, manufacturer, jobber or retailer, place an arbitrary limit on his selling powers?

Babcock With Husband & Thomas

Robert Babcock, discharged from war service, has been added to the copy staff of Husband & Thomas, Chicago.

How Will The Cat Jump?

DURING this re-adjustment to a Peace basis, what is "big business" feeling and thinking in England? In what direction is its policy shaping? How will it affect American goods, American imports and exports? How have the industrial changes due to war affected "Selling" in England. In a word what are the new conditions at the moment as they affect the American Exporter?

Mr. G. W. Kettle of the Dorland Agency has arrived in New York for a lightning visit. If you are seriously interested, he will put at your disposal much of his knowledge gained from daily contact with "big business" in England.

The relaxing of Government regulations affecting the newspaper trade and its paper supplies is materially altering the whole advertising situation. Rates fluctuate even more rapidly than during the war period; still more changes are due.

The London office of the Dorland Agency always keeps the finger of the New York Agency on every last change. The ability to quote at once to any interested party the very *last* change is the unique service to be obtained at the New York Dorland Agency, 366 Fifth Avenue.

But the big broad view of the general situation as regards imports, exports and advertising can only be obtained from a man daily breathing the British atmosphere. While he is in New York

Consult Mr. G. W. KETTLE

THE DORLAND AGENCY
366 FIFTH AVENUE - - NEW YORK

The Typographic Service Company

of New York, Inc., C. E. RUCKSTUHL, Pres

Engraving
Advertising Composition
Electrotyping

141 Madison Ave., New York
Telephone, 3620 Madison Square



A House Organ

edited and produced by specialists to fit your particular business, will accomplish the same results we are obtaining for our clients. Ask for information on House Organ for Employees, Dealers, Salesmen, Customers, Prospects.

GEORGE SETON THOMPSON CO.
122 W. Polk St. Chicago, Ill.



THE RICHEY DATA SERVICE

The facts at your finger-tips when you want them, accurate data on advertising, sales and business conditions issued monthly on loose-leaf sheets for pocket binder. Ask for bulletin, folder and sample sheets.

THE RICHEY DATA SERVICE
403 Meridian Life Bldg., Indianapolis

WHERE IS YOUR COMPETITION?

Advertisements being published in newspapers throughout the country will show you where it's weakest or strongest. We can furnish you the clippings from any section of the country.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.

EVINSON LITHO INC
SPECIALIZING IN WINDOW
DISPLAY ADVERTISING

Complete Lithographed
Window Displays
Cut Outs, Hangers
Streamers, Posters
Counter Cards, Car
Cards, etc.

327 EAST 29TH STREET.
Tel. Murray Hill 5040 New York.

Send for Portfolio of Photographs

Three Service Men Join Capper Publications

Captain John G. Bradley has been discharged from the Service and has joined the promotion department of the Capper Publications, Topeka, Kansas. Captain Bradley prior to the war was a college instructor and lecturer, but has served an apprenticeship as reporter and copy-writer.

Lieutenant Elliott S. Humphrey and G. F. Anderson, both recently mustered out of Service, have joined the livestock service department of the Capper farm papers. Mr. Humphrey will be stationed in Topeka and Mr. Anderson in Omaha.

Profits of American Tobacco Company

The treasurer's report of the American Tobacco Company, made public last week, shows that this company made net profits last year of \$13,451,056.61, while the total sales were \$144,470,068.63. An item in the balance sheet, on the side of the assets, that is of interest to advertisers is that of "brands, trade-marks, patents, good will, etc." listed at \$54,099,430.40. An unusual classification in the liabilities is one entitled "Provisions for advertising, taxes, etc." the amount of which is given as \$9,002,231.74.

One Cent Sales Not Unfair Competition

The Federal Trade Commission, in a recent complaint against the United Drug Company, decided that it was not selling goods below cost in its "one-cent sales," and that such action could not be construed as an unfair method of competition because it did not affect the business of competitors. Dismissal was made, however, "without prejudice as to any future cases of a similar character."

J. W. Beckman With International Motor Co.

James W. Beckman, formerly with the late Elbert Hubbard, has returned from France, after nearly two years in the Army. Mr. Beckman served in the engineer and intelligence branches of the service in Belgium and Flanders. He is now with the advertising department of the International Motor Company, manufacturer of Mack trucks.

Johns-Manville Give \$1,000,000 Salary Bonuses

The H. W. Johns-Manville Company, manufacturer of asbestos and allied products, will distribute to all salaried employees—men and women—who were in continuous service for the full calendar year 1918 an extra compensation of 20 per cent of their salaries paid during the year.

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Offset Papers

That Work

We were the pioneers in producing papers for color printing on the offset press

These papers were perfected with the co-operation of lithographers as the offset process was developed, and they became and remain the standard papers for offset color printing.

CLARKE & COMPANY

225 FIFTH AVENUE
NEW YORK

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ACTING upon a prejudicial rumor that we are a subsidiary connection of a large advertising concern, we hereby wish to state emphatically that we have no connection, financial or otherwise, with any other firm.

WINEMILLER & MILLER, Inc.

The Little Schoolmaster's Classroom

THE Schoolmaster has always believed that national advertisers could learn a great deal from successful local merchants by watching their advertising and studying their merchandising methods and policies. Frequently the same kind of brains and the same knowledge of public psychology that make a local success can be multiplied to make national success.

Too often the national advertiser looks down on the local merchant as an individual to be helped and patronized, whereas in many cases local merchants are getting as good a living from one little store as many of the smaller national advertisers are getting from the whole United States!

* * *

It is all very well for the national advertiser to get out "dealer helps" and to aid the dealer in increasing the turn-over on his particular product; that is good business; and live dealers appreciate it. But if the national advertiser insists on thinking of his business as national, his advertising as national, and the psychology with which he works as national, he is making a big mistake.

Business is almost always *local*. The product sold through dealers is certainly sold locally, and as for the "national" mail-order business, its business is certainly local in the extreme.

Advertising is always *local*. It is, or should be, aimed at *individuals*—just as is the local advertising of the Bee Hive Store in Harpersville, Pennsylvania—not at the 100,000,000 population of the United States.

And national psychology is merely *local* psychology, multiplied. The same psychology that works for the local merchant will nearly always work for the national advertiser.

Which brings us back to the first statement of this lesson, that national advertisers could learn a

great deal from successful local merchants by watching their selling policies, their store displays, and their advertising, and very carefully analyzing the motives behind their policies and the appeal and phraseology of their advertising. There are many very shrewd students of human nature in retail establishments. Sometimes they are buyers, sometimes merchandise managers, sometimes advertising men, and sometimes proprietors. But whatever their position, generally their slant on human nature is reflected in the advertising and selling policies of the business, or, if not, it can be dug out if gone after.

Repeatedly, men who started in small retail businesses have built up national businesses because they understood local human nature so well that it took nothing but printing presses to multiply their local success into a national one. One such local merchant, who developed into a big mail-order dealer, and may eventually build a large manufacturing business, recently informed the Schoolmaster that he seldom ran any advertisement in the national magazines, or worked out any idea or policy for the national end of his business, until he had first tried out the advertisement or the idea or policy locally. He said he had found that if it paid locally he could nearly always figure that it would pay nationally, whereas seldom had he been able to "put across" anything nationally that had shown up poorly on a local test.

* * *

The sales and advertising manager of one national advertising manufacturer of paints makes a point of watching his sales records for dealers who are doing unusually well with particular kinds of paints, and whenever he discovers such a dealer he jumps on the train and calls on that dealer, traveling hundreds of miles sometimes on a single trip, to find



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by

Chicago Carton Company

4433 Ogden Ave. Chicago, Illinois

No. 8 of a series



Goes Home with Bankers

The prestige of The Northwestern Banker has been built up by twenty-three years of hard work on the solid foundation of four-square service to readers and advertisers. Member A.B.C. Oldest financial journal west of the Mississippi River.

The Northwestern Banker

Clifford De Puy, Publisher
Crocker Bldg., Des Moines, Iowa.

Will A. Lane, cashier, First National Bank, Indianola, Iowa, says: "It is a pleasure to take The Northwestern Banker home with me after the day's work is done and digest its contents from cover to cover."

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

The gas industry is hungry for equipment and appliances to figure in its plans for the "readjustment period." You go straight to the buyers through the columns of

The GAS RECORD

"The Gas Man's Newspaper"

Semi-monthly

A. B. C. CHICAGO A. B. P.

Eastern Office: 51 E. 42d St. Tel. Murray Hill 1081

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago



and BUILDING MANAGEMENT

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

139 N. Clark Street Chicago

Office Appliances

The one journal which covers the field of office equipment

Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not read it free.

417 So. Dearborn St., Chicago

OIL NEWS

The Only
Semi-Monthly
in the
OIL INDUSTRY

Shaw Publishing Company
14 East Jackson Blvd., Chicago

BUILDING SUPPLY NEWS

The only Dealer Paper
in the Building Field.

Endorsed by National and
State Associations of Dealers

612 Federal St. Chicago

out how he does it. This "how" he at once multiplies in his sales and advertising plans.

Another very successful manufacturer makes it his business to slip out of his office for a couple of weeks occasionally and, unknown to his sales or advertising manager, travel around in small cities, dropping in for a chat with the buyers and salespeople in stores selling his product and getting their slant on its local demand and uses, and the appeal these folks who come in direct contact with the customers find most successful in selling it. He never lets on that he is the president of the organization making the product under discussion, but poses as a salesman if it is necessary to disclose his identity at all, which he prefers not to do. He says he pays particular attention to phrases and expressions that clerks use, often jotting them down in his little brown memorandum book as soon as he leaves the store.

The advertising and sales managers of this business are frequently astonished to find how much their chief knows about their ends of the business, and the advertising manager never will understand, unless he is a member of the Class and reads this and puts two and two together, where his chief gets those corking good ideas for advertisements, and particularly for headlines. They are nearly all secrets of the little brown memorandum book, ideas or expressions picked up from some local merchant or his buyer or clerk, or perhaps from some local store's newspaper advertisement of his product. But these local ideas, multiplied, make wonderfully effective national advertisements!

At the Technical Publicity Association meeting the other night, Bill Buxman related a story which reminded your Schoolmaster of a recent article entitled "Is Advertising Too Conventional?"

It appears that copy for an ad arrived at the last breathless moment—and in the jumble of things

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the cut was accidentally placed up-
side down. When the advertiser
saw it he turned pale with mortifi-
cation and post haste wrote to
the publication that not only did
he expect not to pay for the of-
fending advertisement, but he
would insist upon a substantial
recompense for his wounded
pride.

A couple of weeks later, how-
ever, a note was received read-
ing something like this: "You
may reinstate cancelled bill for
our advertisement in your issue of
the fifth. Also please run same
ad in next week's paper—with
cut upside down. This ad pulled
more inquiries than any other of
the bunch!"

* * *

It is interesting to the School-
master to notice the delightfully
human note which does manage
to creep into advertising copy
every once in a while. Perhaps
you, too, couldn't keep from hav-
ing a good-natured chuckle, and
incidentally a warm spot in your
heart for the firm when you read
the recent advertisement for Mal-
lory Hats.

The "Fall 1918 model" graced
the head of a cheerful doughboy,
the spring 1919 model was the
less romantic, less useful hat we
are compelled to wear in peace
times. For the tin hat served
many other purposes than shield-
ing the head. In the early morn-
ing it was often used as a wash
basin and then a shaving cup.
Sometimes eggs were boiled in

THE LEADING INFLUENCE IN A HUGE NEW INDUSTRY

THE SOFT DRINK JOURNAL

Sample and Rate Card Sent Upon
Request
416 SOUTH MARKET STREET,
CHICAGO, ILL.

American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial
policy. Weekly markets through paid
correspondents; largest circulation in
lumber field; distinctive retail fea-
ture "Realm of the Retailer" written
from the field. Adv. rates on request.

MILL SUPPLIES

A Profitable A. B. C. Medium for
All Manufacturers of Mill, Mine and
Steam Supplies, Machinery and Tools,
Desiring to Increase Distribution
Through the More than 2,000 Jobbers
and Dealers in Their Line. Address


MILL SUPPLIES,

537 South Dearborn St., Chicago.



Members
A. B. C.

Published in the Interest of Producers, Refiners
and Marketers of Petroleum Products
Carries in excess of 100% more advertising
than any other publication in its field
20 East Jackson Boulevard, Chicago
New York Office, 47 West 34th Street



**copy men &
advertising
managers**
the
Howell Cuts
will interest you
write for proofs - right now!
303 Fifth Avenue - New York.

Advertising Manager Wants an Unusual Job

Man with well-rounded agency
experience seeks opportunity
where sales development requires
intelligently planned merchandis-
ing and advertising-executive abil-
ity, with proven record of con-
structive advertising development.
Requires \$5,000 and opportunity.
Address "R. F.," Box 79, Print-
ers' Ink.

More rated retail Department.
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.

A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York, Chicago
Indianapolis

PRODUCERS OF FINE PRINTING



393-399 Lafayette Street, New York
Telephones, Spring 6452-3-4-5



LATIN-AMERICA

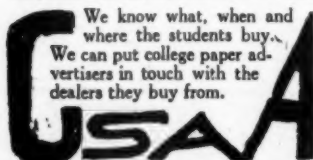
See page 101, January 16 issue, or page 61, January 30 issue of Printers' Ink, for full story regarding

EL COMERCIO

Circulation edited by A.B.O.
Send for sample copy, circular and advertising rates.

J. SHEPHERD CLARK CO.

BURNETT L. CLARK
President and Manager
114 Liberty St., New York



Collegiate Special Advertising Agency, Inc.

533 Fifth Avenue, New York Established 1913

Mrs. Lucinda W. Price Urges

the members of the National Retail Dry Goods Association to work for the teaching of salesmanship in the public schools. Most manufacturers and merchants will wait serenely for this idealistic day to arrive. The foresighted ones will make use now of my weekly BETTER SELLING (Retail) BULLETINS as an effective way of reaching and stimulating retail dealers and sales-people.

A good number of progressive concerns are already doing this. May I send you specimen BULLETINS and full particulars,

it, and ten minutes later coffee. The cooks found it a good measure. For example: One tin hat filled with coffee, twenty-five bayonet blades of sugar made the correct amount of morning drink for a detail of fifty men.

The brim of the Fall 1918 model was very useful in prying open food and ammunition boxes, and in emergency cases often answered the purposes of a shovel in digging in. While all the members of the A. E. F. will be glad to get under a 1919 model, it is confidently predicted that there will always remain an affectionate remembrance for the old tin derby, "1918" model.

* * *

On a trip to a large industrial corporation recently the Schoolmaster noticed painted around the base of several of the desk telephone instruments, a bright red band.

To his inquisitive question: "What's that for?" the Schoolmaster was given the answer that most of the telephones being inter-departmental, those having direct outside connections are decorated thusly so in case of fire or other emergency, time will not be lost in getting an outside wire.

Rex W. Wadman to Advertise Carburetor

Rex W. Wadman, Inc., New York, will place the advertising of the Sunderland Corporation, Newburgh, N. Y. Space will be taken in automotive business papers. A national campaign is planned for the fall.

S. P. Land Hall
COLLEGE HILL, EASTON, PA.

Classified Advertisements

HELP WANTED

Wanted—Experienced advertising man to devote part time to securing Ads for official publication of a national payment organization. Box 699, care of Printers' Ink.

ADVERTISING MANAGER—Young woman experienced in letter and copy writing and advertising soliciting. Good salary. Splendid opportunity. State education, experience, age and religion. Box 708, Printers' Ink.

WANTED:

We require the services of a copy writer and service man for our Chicago office, whose experience, knowledge and skill qualify him to meet exacting requirements. Ability demanded to ably write booklets, folders and newspaper copy for financial institutions. Address reply to Harvey A. Blodgett, New York office, 31 Nassau Street. Harvey Blodgett Company.

Copy Man Wanted

A man who has earned and can earn from \$3,000 to \$5,000 per year originating and writing high-class manufacturer's national copy. Experience on a large variety of accounts necessary. A man who prefers to live outside of New York or other large city and who has a clean record from the beginning. Apply in writing only with recommendations. No personal interviews granted. Box 703 care of Printers' Ink.

WANTED

Assistant in Advertising Department

Work consists in getting out a monthly magazine for the trade, soliciting advertisements from manufacturers by letter, getting up window trims and generally devising better methods of advertising our private brand specialties (wholesale hardware). In answering, please give full details of previous experience.

MARSHALL-WELLS COMPANY
Duluth, Minn.

Promotion Manager

Young man with sales instinct wanted, to develop subscription sales of National Fashion Magazine through department stores. Department store experience would be helpful though not essential. State age, experience, and present salary. Box 692, Printers' Ink.

Sales Manager—Young woman experienced in wholesale and retail mail order book selling. Good salary. Unusual opportunity for woman of executive ability. State education, experience, age and religion. Box 709, Printers' Ink.

Well known and substantial corporation, operating a large Printing, Engraving and Binding plant, requires the services of a young man to handle correspondence, write copy for House Organ, and develop new business through direct by mail advertising. Qualifications—experience in business corresponding, copy writing and general advertising. College man preferred. Address Box 698, P. I.

Copy and Layout Man

Advertising department of export house needs copy and layout man. Machinery and allied lines. Replies will be treated strictly confidentially. Reply, giving experience, age and salary expected, to Box 693, care of Printers' Ink.

Can You Write Selling Copy?

The Service and Promotion department of two large daily newspapers in the Southwest requires the service of a man of sound advertising and merchandising training and experience who can write selling copy for several retail accounts, local banks and manufacturers. This man should know how to develop service accounts and create and execute campaigns to sell non-advertisers. The job carries a good salary to start and an opportunity with a big organization. Tell us about yourself, your experience, what success you have had in developing accounts, submit samples of copy and layouts and mention salary you would expect. Box 700, Printers' Ink.

Can You Sell Advertising Campaigns?

There is an opening with a growing-by-leaps-and-bounds agency for a man who can put across advertising campaigns. He must be a producer as evidenced by his past record, must know merchandising and have had agency experience. He will have the backing of strong, intelligently planned service and the opportunity to grow up with a young and successful organization. Write all about yourself to Box 707, P. I.

EXPORT MANAGER

With knowledge of export conditions in shoes and leather. Business paper experience useful but not essential. Salary nominal. Big chance for right man to build up department and grow with it. Address Box 710, Printers' Ink.

Assistant Production Manager

A big New York advertising agency needs a young man with administrative experience as assistant to Chief of Production Department. Must be thoroughly acquainted with printing, engraving and electrotyping methods, etc., forwarding, and general routine of agency procedure.

State experience in detail, salary desired and references. Box 704, care of Printers' Ink.

MISCELLANEOUS

Constructive criticism of Sales Letters, Adv., and Printed Matter. Analytic and psychologic. Have helped others, may help you. \$2 per piece. A. Valotta, Box 1420, Pittsburgh, Pa.



ADvertising

ALL WAYS
The Ashberg-Madden-Dodd Co.
Chicago New York

Live Publishers' Representatives, now representing several thriving trade and class papers, want to add one or two others for New York, New England, Pennsylvania. Good agency connections. Commission exclusively. Box 691, Printers' Ink.

Attractive Proposition for a Side Line Selling Banks, Hotels, Public Institutions, Offices and Railroads, looking after established trade and working up new trade. Our men are making \$25.00 to \$75.00 per week.

Address Jasmine Ink Factory, No. 4 Hall Street, Norfolk, Va.

House Organs Sales Letters

That Pay That Pull

YOU can buy the spare time of the copy chief of a large advertising agency, and that of his associate, to edit your House Organ and write your Sales Letters.

The one has had long experience in advertising in all its phases—the other is an acknowledged letter expert.

Here is an opportunity to get specialized service at a moderate cost

SPECIALIZED SERVICE

219 Widener Building

Philadelphia

Letters that say the things that will sell your goods. Also classified ads with condensed selling force. Ask for evidence. Jed Scarboro, 557A Halsey St., Brooklyn, N. Y.

20

a Sheet Posts R.I.

FINELLED & FILARDED SHEETS LISTED QUANTITIES SHOWN
ADDRESS UNION TRUST BLDG. PROVIDENCE R.I.

Standish-Barnes Co.

Proposals will be received at the Bureau of Engraving and Printing and opened at 2 P. M., Wednesday, April 12, 1919, for the purchase of the following condemned machinery, viz: One large Century Campbell press, bed 36"x48", fly delivery; One small Century Campbell Pony press, bed 24"x30", fly delivery; One Cottrell press, bed 28"x40", fly delivery; One Delphos press, bed 22½"x30". This press has a printed side up front delivery and an automatic feeder attached. These presses are without electrical equipment and are not guaranteed in any particular, and bidders before submitting prices should inspect the same.

Printing Plants and Businesses

Bought and Sold

Printers' Outfitters

American Type Founders
Products

Printers and Bookbinders

Machinery of Every Description

CONNER, FENDLER & CO.,
Ninety-six Beekman St.,
New York City

FOR SALE

COTTRELL 40-page Magazine Press. Prints, folds, pastes and delivers a 4, 8, 12, 16, 20, 24, 32 or 40-page 9x12" Book. Speed, 6,000, producing from 6,000 to 12,000 complete papers per hour.

CAN BE SEEN RUNNING

A fine machine at a hard-times price.

Immediate Release

Pathfinder Publishing Company
Washington, D. C.

CORRESPONDENTS — There is a steady demand for trained letter writers who know mail salesmanship, salaries \$35 to \$150 a week. Write for free copy magazine giving details of this new profession and how you can learn. **Mail Salesmanship Magazine**, Room 1234, 220 W. 42nd St., New York.

PORCELAIN ENAMEL SIGNS

LOOK BEST—LAST LONGEST

COST LESS IN THE END

SALESMEN WANTED

THE PORCELAIN ENAMEL & MFG. CO.
BALTIMORE, MD.

POSITIONS WANTED

VERSATILE ARTIST; skilled letterer; designer; effective posters and layouts. Varied N. Y. agency experience, desires similar connection. Free-lance work accepted. Moderate salary. Box 711, P. I.

ADVERTISING SALESMAN

Long experience on leading general and trade publications, A-1 record, wide acquaintance throughout Eastern field, open for engagement. Box 705, Printers' Ink.

CIRCULATION MANAGER

Ten years' circulation experience with one agricultural paper publisher. In military service at present; will be discharged soon. Satisfactory reference as to character and ability to produce. Interview by arrangement. Address Box 701, Printers' Ink.

JUST RELEASED

from Navy, age 24, N. Y. U. man, experienced layouts, knowledge of engraving and electrotyping, novice copy writer, seeks opportunity and will go anywhere. Box 697, P. I.

ADVERTISING EXECUTIVE now directing copy and production New York agency accounts exceeding \$700,000 desires new connection as Advertising or Production Manager; New York or New England. Nine years' successful national and retail advertising experience drug, grocery and clothing lines. Box 702, Printers' Ink.

AN ADVERTISING MANAGER—PLUS

A man who has directed successful campaigns for a department store, who has managed the advertising of a chain of stores for six years, directed the national advertising of a large coat and suit house, and is at present directing a remarkably successful national dress campaign, is open for a new connection. He knows the retail selling angle, the national viewpoint, and how to tie the retailer to a national campaign so as to get the utmost co-operation from him. Thirty years young, married, dependable, constructive. For appointment write "Constructive," 1602 World Tower Building, New York.

FREE LANCE WORK

A crack copy writer will serve a Trade Journal or Manufacturer in New York Box 706, Printers' Ink.

I am open for a position. At present, advertising manager for second largest lumber trade paper of its kind in U. S. A. College education. References without a peer. Will not consider anything under \$3,000.00. Box 694, Printers' Ink.

Young woman desires position with advertising agency or in advertising department where she can learn the business and become of value to her employers. Has equivalent to college education, experience in secretarial, statistical and sales promotion work, and has initiative. M. Hale, 123 Cleveland St., Orange, N. J.

MAIL-ORDER SPECIALIST

Has advertised and sold by mail products varying in price from \$20 to \$1000. Has originated and directed national advertising and selling campaign involving jobbers, dealers and salesmen. Now employed but will change for greater opportunity. Box 696, care of Printers' Ink.

Publishers' Representative

Harvard University man with a successful record of six years as advertising solicitor. Desires to represent on a commission basis in New England and New York State one or two national mediums, circulating in either the general, trade or class fields. Box 690, Printers' Ink.

YOUNG SALES MIND (24), DIGGER OF IDEAS

Good writer. College education. New York University training in advertising. A salesman for 4 years, of proven mettle, wants to tie up with New York agency which offers all-round practice in advertising. Moderate salary. Box 689, Printers' Ink.

Publishers of PRINTERS' INK:

Several weeks ago we published a small advertisement in PRINTERS' INK for an advertising man wanted.

The ad only occupied five lines and we had nearly one hundred replies.

When we came to examine the answers they were so satisfactory in character and from such promising material that after we had engaged a man who had replied to the advertisement, we loaned the balance of the letters to an allied concern and they were able to secure from them a man to fill an important vacancy, whereupon the letters were passed on to a third concern and they got a satisfactory man, also a fourth concern and they found the man they were looking for.

The total cost of the advertisement was \$2.50 and four men were made happy!

KOHLER & CAMPBELL, INC.

(Signed) H. Simpson, Vice-Pres.

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Dignity

Nature has a happy way of expressing herself—not alone in harmonious color but in a dignified way. Outdoor advertising, because of its construction and harmony in color, is dignified in its appeal—reflecting the dignity of the product and the company whose product is advertised.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

BRASS TACKS

On Chicago Tribune Circulation

To appreciate such a tremendous fact as Chicago Tribune circulation, one must integrate it into the smallest possible units. Then, by imagining the combination of a multitude of these units, one may gain some conception of the whole.

Take for instance the town of Chrisman, Illinois, population 1,200. Chrisman is located 150 miles south of Chicago in Edgar County, one of the richest in the world agriculturally. Chrisman receives 119 Chicago Tribunes Daily and 83 Sunday. The 119 Daily Tribunes are distributed to the following:

Farmers	73	Bankers	3	Barbers	2
Professional	9	Grain Men	3	Contractor	1
Merchants	8	Clerks	3	Publisher	1
Retired	6	Garages	2	Cattle Man	1
Mechanics	4	Hotels	2	Insurance	1

(Of the non-farmers twelve were *owners* of farmland—some of them possessing thousands of acres in many states.)

All the above people buy The Chicago Tribune on their own initiative; solely because they want to read it. Chicago Daily Tribune circulation is volunteer, paid in advance, absolutely unsolicited.

It is obvious that the type of farmer who reads a daily metropolitan newspaper of the character of The Chicago Tribune must be the most desirable type imaginable—most receptive to advertising and best able to purchase.

Note also that The Chicago Tribune reaches practically all the merchants and bankers of this town. In fact the list of Tribune subscribers was stated by a local authority to be practically a directory of the families of wealth or influence in that community. The economy of Chicago Tribune advertising is indicated by the fact that these 119 leading families in this prosperous, desirable community can be reached through The Chicago Daily Tribune with a 20,000 line campaign (more than eight full pages) at the small proportionate cost of \$2.35.

Chrisman is one community out of many. Tribune circulation totals more than 400,000 Daily and 700,000 Sunday—reaching one-fifth of the families of five great states

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER